

The National Underwriter

LIFE INSURANCE EDITION

THURSDAY, OCTOBER 16, 1924

Are You Handicapped in Finding Prospects? Are You Handicapped in Getting Interviews? Are You Handicapped with Note Settlements?

If "NO," hearty congratulations.
If "YES," here's your solution.

A MILLION A MONTH AGENCY operating out of Chicago, in Illinois, Indiana, and Ohio, will furnish you with live prospects, guarantee a minimum of five interviews per day and will handle your notes without discount or without recourse to you. Some "System."

This agency is doubling its sales organization and ten additional high grade men with character and proven ability can be used in any of the states mentioned above. The city of Chicago is also included.

This agency will give you a "System" that will dignify your profession of life underwriting—not morning lectures—schools—nor master letter writing—telling you how to become another Harry B. Rosen; but a "System" that is necessary for success—that will remove bars and barriers, reducing sales resistance and put dollars and cents in your pocket. No worry as to prospects, settlements, or conveyance. It is all prearranged, there is no lost motion, just a complete "Set Up" of a \$100,000 of good clean business per month for you.

*Good personal appearance, knowledge of personal estate service, tact and diplomacy absolutely essential.
Write—Wire—or Phone.*

THE BAILEY AGENCY

FRED BAILEY, Manager

Inter-Southern Life Insurance Company

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11 South La Salle Street

- - CHICAGO, ILL.

Reliance Perfect Protection Means
that \$10,000 Life Policy will
give the Following Benefits:

\$50.00 per week for 52 weeks
 If wholly disabled by sickness

\$50.00 per week for 104 weeks
 if wholly disabled by accident from engaging in occupation insured

\$50.00 per week for life
 if wholly disabled by accident from engaging in any occupation

\$100.00 per month for life
 if totally and permanently disabled by either accident or disease. No
 further premiums to pay in event of disability. No deductions from
 face of policy to offset indemnity received under this clause.

\$10,000 payable to your beneficiary at your death.

\$20,000 payable to your beneficiary in event of accidental death.
 This same policy may be written for \$1,000 or any multiple

A self-selling policy on presentation to the public

Reliance Life Insurance Co.
of Pittsburgh
JAMES H. REED, President

The National Underwriter

LIFE INSURANCE EDITION

Twenty-Eighth Year, No. 42

CHICAGO, CINCINNATI AND NEW YORK, THURSDAY, October 16, 1924

\$3.00 Per Year, 15 Cents a Copy

MAY CHANGE VIEWS ON SELECTION OF RISKS

Henry Moir Says Companies Are
Seeking Further Light on
This Class

DESCRIBES PRESENT WORK

President of United States Life Ad-
dresses New York Association's
Opening Meeting

NEW YORK, Oct. 15.—Henry Moir president of the United States Life and prominent as an actuary, in addressing the New York Association here Tuesday evening, interestingly discussed the selection of risks, both by the agents, and by the medical departments, and incidentally predicted further classification of over-weights which will make many such risks, now rejected, acceptable. He said, in part:

Routine Explained

"In dealing with individual risks the medical selection has usually to pass through two hands: first, the examiner, afterwards the medical director. An agent is often disappointed to find that a case which has been examined and recommended by the examiner may nevertheless be rejected or rated by his company. This is one of the most disappointing incidents in agency work. It often gives a shock to an experienced agent, and the reasons for such apparent differences of opinion are interesting.

"The medical examiner is usually chosen from the ranks of the medical practitioners. There are some who specialize in life insurance examination, especially in and around New York, and other large cities; but even these have usually graduated from practitioners, trained as doctors to cure disease. In his capacity of physician, the doctor has found it necessary and desirable to cultivate an optimistic temperament. When entering a sick room he has to appear cheerful, and he has to do all he can to encourage his patient, and instill into him not only a wish to live, but a belief that he is going to get well. This attitude towards the patient undoubtedly reacts on the doctor, especially as he sees some of the most hopeless cases completely cured. The family physician has seen many a man with a heart murmur live to the extreme limit of life, the heart murmur being present all the time. He has seen another man apparently in extremity from pneumonia, develop a faint flicker of life, and improve steadily until in a few days the patient who was at death's door is again thoroughly well. He may have seen another patient with all the symptoms of diabetes who would live on with those symptoms and die of pneumonia, old age, or accident.

"This hopeful mental attitude towards disease accounts for the fact that often an examiner recommends a risk for life insurance that has to be treated as sub-standard or even declined, when it

TAKES OVER FRATERNAL

REINSURANCE DEAL APPROVED

Springfield Life, Springfield, Ill., Formally Supersedes Court of Honor of That City

Clifford Ireland, director of trade and commerce of Illinois, has approved the contract of reinsurance by the terms of which the Springfield Life, Springfield, Ill., reinsured all of the business of the Court of Honor Life Association of Springfield.

The Springfield Life was organized solely for this purpose as a stock and mutual legal reserve life insurance company with a guaranteed capital of \$100,000. Now that the contract of reinsurance is effective it will be retired immediately, leaving the company a mutual legal reserve life company with the same assets, liabilities and policyholders as the fraternal had.

Names Superintendent of Agents

No change will be made in any of the certificates in force in the fraternal except that the emergency assessment clause which the fraternal certificates were required to contain has been waived and accordingly the rates are guaranteed and cannot be raised.

The new company will have the same officers as the fraternal had: A. L. Hereford, president; L. M. Dixon, secretary; C. L. Simmons, treasurer. The company has appointed George Hawkins, 403 Ferguson Building, Springfield, Ill., as its superintendent of agents. Mr. Hawkins had previously been general agent at Springfield for the Pacific Mutual Life.

Good Financial Showing

The financial condition of the company as of June 30, 1924, in which the legal reserves on all outstanding policies had been put up on the American 3½ percent basis, Illinois standard, showed over \$75,000,000 of insurance in force, with assets of nearly \$4,500,000 and surplus over all liabilities of over \$450,000. The company intends to apply for admission in all the states in which the fraternal had previously been licensed.

comes before the medical director. The doctor is sincere and believes the man may live to a good old age. He may, but his chances are not equal to the average.

"The medical director must of necessity be of an entirely different type. He is a scientist, pure and simple: he has to act as an impartial judge; he must not allow his personal prejudices, his likes or his dislikes, to have any influence on his decisions. It matters not to him whether the agent is Tom, John or Bill Smith. The medical director knows, and knows full well, that his company is in the business of insuring lives. The accepted lives are those which build up the company. Accordingly the medical director's natural inclination, personal advantage, and peace of mind, are all enhanced by the cases he accepts. His natural tendency is therefore to accept the applications submitted. I know that many agents find it hard to take this viewpoint of the medical director's tendency. But if you throw

MAY DROP CONVENTION

CONSIDER REGIONAL SESSIONS

Canadian Life Underwriters Association Puts Proposition to Members, on Basis of Past Record

The Life Underwriters Association of Canada is now seriously considering the question of abandoning the national convention of the organization and in its place holding regional meetings for the member underwriters in each of the provinces. In a recent issue of the organization's publication a brief resume of the situation was presented and the members were asked to present their views to the association, in order that both sides of the question might be thoroughly aired.

Past Not Satisfactory

The association stated that the convention held heretofore has been exceedingly valuable, but that an analysis of the attendance at the last convention showed that the convention does not represent a mass-meeting of the association members. Out of the 300 in attendance at the Winnipeg convention, only 116 came from outside Winnipeg. It is further pointed out that two company agency conventions held at Winnipeg at the time of the Dominion convention accounted for a large share of that representation. There were actually only 44 outside representatives who came without company efforts. Analyzing this still further, it is shown that 31 of the 44 came from Saskatchewan and Manitoba outside of Winnipeg. Only 13 came from provinces other than Manitoba and Saskatchewan, 16 from Edmonton, one from Calgary, one from Vancouver, one from Port Arthur, three from Toronto and one from Hamilton.

These detailed figures are cited as evidence that all is not right in the operation of association conventions. The organization asks: "Can we honestly call this gathering a convention? Are we reaching a sufficient number of men through our conventions?" It is pointed out that the value of conventions is three-fold, from the valuable material presented and carried away, from the publicity afforded by the press and from the opportunity to discuss matters with fellow workers, but that these benefits should not be confined to a small and unrepresentative group. This article suggested that the regional convention on a more elaborate scale would give these benefits to far more underwriters, the publicity would receive much more space and would be more widely distributed and just as much if not more enthusiasm could be worked up as at the Dominion convention. As for the business matters, it was suggested that the local gatherings could discuss matters of importance and send their recommendations to the Dominion executives. The Canadian association has taken no action on this matter as yet, but believes that it should be decided very soon.

out of your mind for the moment your own personal wishes in the matter, you will see that the viewpoint is logical and correct.

"In a broad way your interests and those of the medical director are identical.

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MEETING OF AMERICAN LIFE CONVENTION ON

Large Attendance of Company
Officials at Annual Meeting
in New Orleans

MUCH INTEREST AROUSED

Sharp Issue Is Found as to Policy to
Be Pursued Toward Service
Bureau

By C. M. CARTWRIGHT

NEW ORLEANS, LA., Oct. 16.—The annual meeting of the American Life Convention got under sail yesterday with President J. B. Reynolds at the helm. A number of members arrived Sunday and have had a run of golf, the tournament being held Monday and Tuesday.

There is much interest in the meeting this year, the chief issue being whether the American Service Bureau shall be sold to private interests or continued under the auspices of the American Life Convention. Many members are objecting to the increased assessments and fear the organization is getting too far afield. There are sharp differences of opinion that will come to the surface at the executive session.

The Southern States Life and Great Southern Life have resigned.

George Graham, vice-president of the Central States Life, appears to be the most likely candidate for president. Mr. Graham has long held an eminent position among actuaries and company executives.

G. A. Deitch of the Reserve Loan Life who was spoken of as a presidential candidate will not allow his name to be used. He is not at the meeting, imperative business taking him elsewhere.

Opening Session Wednesday

At the opening session Wednesday there were three welcome addresses: City Attorney R. B. Howell for the city, President Frank S. Whitten of the New Orleans Life Underwriters Association and President Crawford H. Ellis of the Pan-American Life. The response was made by R. J. Merrill, vice-president, United Life & Accident.

President H. R. Cunningham who was scheduled to speak Friday morning will not be present.

President Reynolds' Address

The annual address of President J. B. Reynolds briefly reviewed the events of the past year as relating to the American Life Convention, and presented a number of suggestions for future activities by the organization. Particular reference was made to the adoption of a patriotic month, February being named, to be supported by all members of the organization. This suggestion had been previously presented in general correspondence from the secretary's office. Mr. Reynolds further suggested that the American Life Convention extend its service wherever possible along all lines of life underwriting activities, suggesting particularly special investigations of the

combined experience of the group on disability, accident, substandard or impaired lives, medical examiners and examinations, inspections as to moral and physical hazards, and statistics on conservation work. He urged immediate change of the constitution to permit such work, if not now permissible. Secretary T. W. Blackburn in his annual report also reviewed the year's activities of the Convention.

Resent Attacks on Courts

Judge W. H. Hinebaugh of Chicago, general counsel of the Central Life of that city, as chairman of the legal section called attention to the attacks on the United States Supreme Court and stated all lawyers should stand together to protect it and the fundamental law of the land. Eugene J. McGivney of the Pan-American Life was secretary of the section.

At the luncheon at the famous Cafe Louisiane in the French quarter Monday given by the Pan-American Life, E. J. McGivney of that company presided. The speakers were Chief Justice Charles O'Neil of the Louisiana supreme court, Judge Rufus E. Foster of the United States District Court, Job E. Hedges of the Life Presidents Association and General Counsel E. M. Grossman of the Central States Life.

Mr. Grossman was the toastmaster at the round table dinner of the lawyers Monday night. The serious side of the business was dispensed with and Mr. Grossman elicited the lighter and airier sentiment from the speakers.

Key Discusses Taxation

The tremendous drain on the treasuries of the life insurance companies were shown by A. L. Key, vice-president and general manager of the Volunteer State Life, in speaking on "Existing Federal and State Taxation of Life Insurance." Mr. Key presented various statistics based on the experience of 139 companies, representing 94 percent of the total admitted assets, and 90 percent of the business in force in this country. These figures showed that American life insurance is paying a total tax of 6 percent on free assets annually. The total of federal state and local taxes in 1923 was \$44,902,000, while the total surplus of these companies was only \$744,205,000. Particular reference was made to the state and local tax rates, which was characterized by Mr. Key as the main burden, as the state supervision calls for less than 5 percent of revenue. In 1923 the total of state and local taxes was \$30,697,566 of which less than 5 percent was required for supervisory expenses. Mr. Key closed his address with an appeal for all in the life insurance business to enlighten statesmen and those in a position to influence legislation as to the true situation. This tremendous taxation is a tax on the 29,000,000 policyholders and it should be limited to the amount necessary to obtain sufficient revenue for adequate supervision.

Reinstatements Important Problem

Ernest C. Milair, vice-president and secretary of the George Washington Life of Charleston, W. Va., in his talk on "Reinstatements" pointed to this as one of the important problems now before the insurance business and linked it up with the questions of selection, right selling, and persistency. He said that lapse-prevention was one of the questions which had bothered the insurance business much the same as some of the now curable diseases had bothered the medical profession in the old days, being classed as incurables up to the time of some striking discovery. He said that the insurance business must likewise find the cure for the lapse evil, and effect a reinstatement program that will do the work. He said that it was neither a strictly home office proposition nor an agency task, but rightly one that both field men and home office men could cooperate in working out. Mr. Milair then proceeded to analyze his company's procedure on reinstatements, giving this merely as an example and not as a model.

At the opening of Thursday's session, Clarence J. Daly, president of the Capitol Life of Denver, spoke on "Ever Present Problems on Building a New Company."

Charles F. Coffin, vice-president of the State Life of Indiana, in his paper on the disability and double indemnity clauses, considered the argument from both sides. His conclusion was that the objections to these clauses are not serious, and such as they are, will be cured by time. Possibly the most serious objection offered is the lack of an adequate rate basis, but with the modern means of gathering statistics, and the great number of exposures in all companies, a satisfactory rate basis for the clauses no doubt will soon be available. The danger of misunderstanding and litigation doubtless will be cured by clarifying the phraseology. The advantages of both clauses were considered to far outweigh the drawbacks. The waiver of premium clause in particular is almost indispensable to adequate service to policyholders. The disability benefit and double indemnity clauses also meet particular needs of the insuring public, without invading the real field of accident and health insurance.

J. C. Cameron, vice-president and actuary of the Great Southern Life, speaking on "Reinsurance and Coinsurance," explained the important part which reinsurance now occupies in the business of a life company and then outlined the various methods in use and the advantages or disadvantages of the different plans.

Ayres on Agency Management

At the afternoon session the paper by Clarence L. Ayres, president of the American Life of Detroit, was read by Prof. J. W. Glover of the University of Michigan as Mr. Ayres could not be present. In this paper, he listed the different systems of agency organizations and management now in use, the general agency, the branch office system and the district or state manager system, and expressed a personal preference for the third, under which the company pays the expense of the branch office but employs a manager on a commission basis. He then took up in turn some of the problems of the general agency or branch office, including the method of compensation, training of agents and the securing of the right sort.

Efficiency in Office Management

In all the study of office management it is doubtful if many officials have put their finger on the same spot as Henry Abels, vice-president of the Franklin Life, in his paper on "Supervisory Mechanics of Office Management." In listing three essentials of efficiency Mr. Abels put the definite allocation of authority and responsibility far in the

(CONTINUED ON PAGE 12)

NEED WELFARE WORK

ADVISES COOPERATIVE PLAN

Smaller Companies Can Participate in Educational Advertising Program by Means of Central Organization

At the meeting of the Southern Industrial Insurers' Conference at New Orleans, President W. R. Lathrop advocated the establishment of a central bureau for keeping records of all agents, so that when any agent makes application for a debit with any company, his past record can be found readily.

Many companies are ready to take an experienced agent upon his own recommendation, without troubling to investigate his past, although as a matter of fact many of these are floating agents who have been found undesirable by one company after another.

Should Have Uniform Records

He suggested that a uniform agent's application blank be drawn up for use by all companies, and that a uniform card be prepared to be filled out with the agent's complete record by each company immediately upon finaling an agent, this card to be kept in the permanent files of the conference secretary.

Mr. Lathrop also advocated that all members of the Southern Industrial Insurers' Conference unite in an educational campaign of advertising for the purpose of enlightening the public as to the true nature of this type of insurance. He believes that insurance companies would profit a great deal more by utilizing the advertising space they now fill with financial statements and similar material of little interest to the public, to present clear expositions of industrial insurance.

Would Avoid Duplication

By cooperation through the conference, the companies could each benefit by running individual advertisements to avoid duplication in any one issue of a magazine. All that is necessary is to plan a series of advertisements which would give to the public a truer and better conception of the business.

He called attention to the fact that many of the large life insurance companies have voluntarily turned to educational and public welfare work as the best means of advertising. The Metropolitan Life is now running in several magazines a series of health talks and articles which are commanding widespread attention. Other companies, such as the Phoenix Mutual, Provident Mutual, the Prudential and others, are apparently entering upon this type of advertising. The smaller companies,

PUBLIC LIFE REPORT

PARTIAL STATEMENT GIVEN

Examination of Chicago Company by Illinois Department Covers Only Question of Assets

The report of the examination of the assets of the Public Life by the Illinois insurance department has just been made public. It shows ledger assets of \$847,206. The net book value of real estate, after deducting \$75,000 incumbrance, is given as \$415,709. Mortgage loans on real estate are \$202,600. Bills receivable are \$130,245, and agents' debit balances, \$5,207. Of the real estate values, \$304,006 is in the home office building, after deducting incumbrance. Some of the mortgage loans are in the possession of A. L. Linder, secretary-treasurer, and parts are held by T. W. Kuhn, former treasurer. Mr. Kuhn does not admit the validity of the last election and has refused to turn over assets in his possession, but he allowed the examiners to verify them. The bonds and stocks, amounting to \$52,824, were also checked.

The bills receivable consist of unsecured notes due from corporations or individuals. They were not exhibited to the examiner, as they are in the possession of the federal district court, in connection with bankruptcy proceedings in the case of the Public Agency Company. The examination was of the assets only, and the report does not show liabilities.

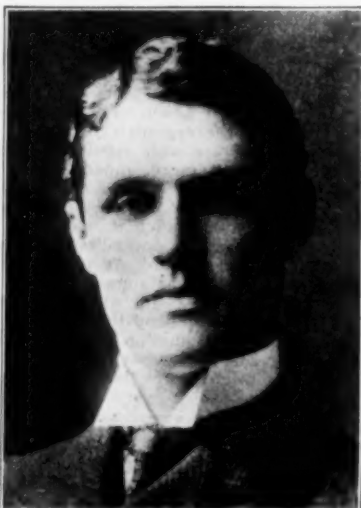
though perhaps unable to carry on such a campaign individually, can participate in this new service through cooperation.

Is Worth the Cost

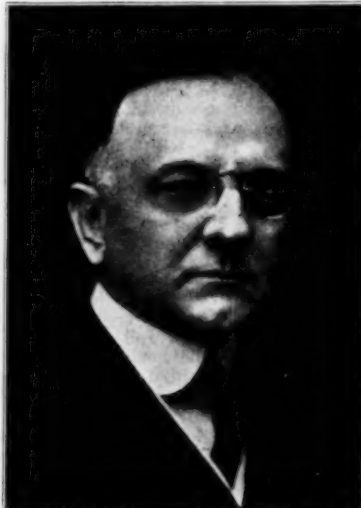
Mr. Lathrop pointed out that the conference once before undertook a program of field welfare work with little success, but said that this failure was no reason for the conference to continue to ignore responsibility along this line. He maintains that if many attempts are necessary before a successful and permanent organization is launched, the time and money spent in putting a welfare program on its feet and in proper working order would be but an infinitesimal part of its value to policyholders and to the companies.

Increasing Capital Stock

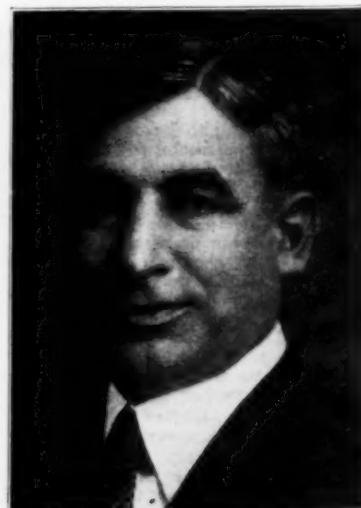
The National Benefit Life of Washington, D. C., has increased its capital stock from \$100,000 to \$250,000. The sale of the additional stock has been practically completed.



E. J. MCGIVNEY
New Chairman Legal Section



W. H. HINEBAUGH
Retiring Chairman Legal Section



W. S. AYRES
Secretary Legal Section

SAYS OLD AGE PENSION MUCH OVEREMPHASIZED

Prominent Agency Officer Gives Views on Value of Life Insurance

ORDINARY LIFE FAVORED

Believes That, With Few Exceptions, It Is Much Better Than Policies on Saving Plans

A prominent life insurance agency officer in New York said recently: "When the life insurance agent sets out to overcome old age dependency altogether he is trying to fill a mighty big order. The function of life insurance in relieving the poverty of old age is an important one, but must not be stressed too strongly. In my opinion, life insurance should not be sold with the idea that the insured is ever going to cash in on the policy himself. The principal idea that should be impressed upon him is that the insurance is for the protection of dependents and the beneficiary of the policy should always be someone other than the insured himself."

Old Age Overemphasized

"I believe the tragedy of old age dependency is too often overemphasized. There are a few cases now and then where a man who has brought up a family finds himself unable to support himself at age 65 or 70, also finds his children unwilling to support him, but this is a rare exception. I do not see why any mother or father should feel ashamed to accept the support of sons and daughters whom they have brought into the world and reared and educated and started out in life. I think a father or mother has a right to glory in the willing support on the part of his or her children."

"The real tragedy of existence to me is the case of the woman who is left with children to support on account of the premature death of her husband. The big responsibility that can be filled by life insurance is that which is upon the man between 30 and 60 years of age who is supporting a family."

Tragedy Is Cited

"Take a case with which I am familiar. A Canadian woman with five children between the ages of 7 and 19, the second oldest being 14 years of age, was left a few years ago by the death of her husband in charge of his small but prosperous business. Prior to his death she had employed two servants and lived very comfortably. She had given her life to her children up to that time. Following the death of her husband she was left without any means except his business. She struggled along with this for two or three years but never having had any business training whatever failed utterly to make a go of it. When the business finally faded out, she was left without any means of support with her children to be taken care of and educated."

"The only way of earning a living for which this woman had been trained was housework. She is now doing housework at maid's wages, and has boarded her children among friends to whom she sends what money she can to assist in the support of her children. This to me was a real tragedy. This is a thing against which life insurance can protect them. To avoid this is far more important than to provide for old age."

Value of Life Policy

"Suppose the husband of this woman had lived to be 60 or 70 years of age?

REAPPOINT CHAIRMAN ADVISORY COMMITTEE NAMED

President Grant of Chamber of Commerce of U. S. Announces Insurance Representatives

H. A. Smith, president of the National Fire of Hartford, has been reappointed chairman of the advisory committee to the insurance department of the Chamber of Commerce of the United States, the personnel of which has been named by President Grant for 1924-1925. The committee has been selected with a view to the representation not only of the various forms of insurance but the policyholders.

The members, in addition to Mr. Smith, are: William BroSmith, vice-president Travelers; David Brown, manager insurance department the Texas Company, New York City; F. Highlands Burns, president Maryland Casualty; Wilton L. Crocker, president John Hancock Mutual Life; Haley Fiske, president Metropolitan Life; Craig B. Hazelwood, vice-president Union Trust Company, Chicago; Dr. S. S. Huebner, Wharton School of Finance and Commerce, University of Pennsylvania, Philadelphia; James S. Kemper, president Lumbermen's Mutual Casualty, Chicago; J. B. Levison, president Fireman's Fund; C. A. Ludlum, vice-president Home of New York; George D. Markham, W. H. Markham & Co., St. Louis; W. E. Straub, president Farmers Mutual, Lincoln, Neb.; L. R. Welch, president Fitchburg Mutual Fire, Fitchburg, Mass.; Edward A. Woods, general agent Equitable Life of New York, Pittsburgh, Pa.; James L. Madden, manager insurance department, U. S. Chamber of Commerce, Washington, D. C.

From the type of woman that she appears to be her children would be brought up in such a way that there is no doubt whatever that they would cheerfully have assumed the responsibility of the support of their father and mother at his retirement. I do not say that it would not be much better for this man to be able to support himself or to have some life insurance which he could cash in at that age, but at the same time it would not be a situation comparable in its tragic aspects with the one which actually exists today.

"There is another thing about this long term endowment for old age protection. A man who finds himself at that age without any other support than his life insurance and unable to go on with his work probably finds that his judgment is not as good as it should be, and the chances are favorable to his making just as poor an investment as his wife might have made of the life insurance left in a lump sum to him previously. The same may be quickly dissipated. He may die and leave a wife age 70 without any means of support whereas if he had purchased ordinary life and managed to keep the insurance in force he would have left ample protection."

"I am not saying that any one form of policy fits every case, but I do not advocate insurance as a savings proposition except as a secondary factor, unless in the case of an unmarried business woman without dependents or a man who has shown himself incapable of saving any money."

Extending Its Territory

The Northwestern Life of Omaha, Neb., has entered South Dakota and Colorado, this making seven states in which the company now operates, Ohio, Colorado, Iowa, Wyoming, Nebraska, Missouri and South Dakota. The Northwestern reports that its business for the last quarter shows an increase of 100 per cent.

HOLD LAST CONVENTION RELIANCE REGIONAL MEETING

Strong Program Is Provided for Eastern Division Sessions at White Sulphur Springs

The Reliance Life held its eastern division regional convention last week at White Sulphur Springs, W. Va., marking the close of its convention program for the year. Some 150 delegates and their wives were in attendance, representing Alabama, Florida, Virginia, Georgia, West Virginia, Pennsylvania, North and South Carolina, and the Seaboard and Tidewater Divisions. The home office representation included E. G. McCormack, general manager; Dr. O. M. Eakins, medical director; W. J. Snodgrass, assistant treasurer; J. N. Jamison, assistant secretary and actuary; L. P. Gregory, assistant secretary; J. H. Layton, auditor of agency accounts; C. A. Richardson, auditor, and Charles Suchma, secretary to general manager.

Tells Growth of System

At the first business session with Superintendent of Agencies W. L. Wilhoite of the eastern division present, General Manager McCormack welcomed the delegation and outlined in a general way the many advantages offered in the selling of life insurance. He stressed the value of organization work and called attention to the satisfactory evolution of the company from the old general agency system to the present branch managerial plan. Dr. Eakins outlined the company's position on the acceptance of business. Chairman Wilhoite offered many pointed and valuable suggestions as he introduced the agents who were asked to give five-minute talks on sales matters, ideas and plans. Angus Allmond, superintendent of agencies western division, was in attendance. He congratulated the convention on making the allotment and paid tribute to the western division for its wonderful work in establishing the Reliance Life west of the Mississippi River.

Keynote Perfect Protection

Two women representatives made the convention and were introduced, making very interesting sales talks. They were Mrs. D. V. Kal, Florida, and Miss Louise Alexander, North Carolina. It was announced that to date the company is 13 percent ahead of its record for the same period last year.

P. F. Sheedy of Pittsburgh spoke on getting prospects and emphasized the value of working with earnestness and regularity. Many widows, he said, are today wearing at least as good clothes as they did when wives; boys and girls are receiving college educations that would otherwise not have been had, all because of the activities of the life insurance solicitor. He defined a prospect as a man who was insurable and who might allow a proposition to be presented. He further said that every policyholder should represent five or six prospects.

Works for His Clientele

Dr. A. Johnson, Philadelphia, who writes 98 percent of his business on the endowment plan, urged a continued and larger program of advertising by the company and said he represented himself as an "insurance evangelist." He said he never asked a man to sign an application and is not working for any company but for his clientele and himself, being empowered to make contracts by the Reliance. Mr. Johnson wrote 43 applications last month and in discussing this effort reminded his audience of the fallacy of not closing on first interview. After two interviews, he said, he no longer considered his subject as a prospect.

Actuary J. N. Jamison spoke of the new policy and explained its options. This is a combination of a five-year

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LATHROP AGAIN HEADS SOUTHERN CONFERENCE

Plan Up to Change Name of Organization to Eliminate Sectional Idea

FEATURE WELFARE WORK

Many of the Addresses Dealt with That General Topic—All Officers Reelected

NEW ORLEANS, LA., Oct. 14.—W. R. Lathrop, secretary and treasurer of the Southern Life & Health, Birmingham, Ala., was unanimously elected to succeed himself as president of the Southern Industrial Insurers' Conference, at the closing session of the annual meeting here last week. At the same time the other officials were re-elected to serve another term. Before adjournment it was voted that the executive committee consider the matter of changing the name of the organization so as to eliminate any sectional reference. At present the Conference includes several companies located in the north and as time passes others from various sections of the country will probably wish to affiliate. Hence, the sentiment in favor of a more comprehensive title.

Called Best Meeting Ever Held

Twenty-three companies, represented by about 40 delegates, attended the meeting. Only one session was held each day, the afternoons of Thursday and Friday being given over to a golf tournament, while Saturday's session included a boat trip on the Mississippi river during which the election of officers and the closing business of the meeting took place.

This was easily the best meeting in the history of the organization, in many particulars. A larger number of companies were represented than ever before, the enthusiasm was unbounded and the interest shown by those present was particularly noted during the discussions which followed some of the principal addresses. The theme of the meeting was "Public Welfare Especially as Related to Mothers and Children," and four of the six addresses on the program were on welfare subjects, while the report of the executive committee strongly stressed the plans of the Conference along similar lines.

Lathrop and Dowling Speak

At the opening session Vice-President Dunbar of the New Orleans Chamber of Commerce delivered the address of welcome, to which A. B. Langley, vice-president of the Carolina Life, responded.

President Lathrop then read his address. He covered the doings of the past year in a few brief sentences and then offered for the consideration of the Conference several suggestions of prime importance to the members of the organization. (His address is summarized elsewhere in this issue.)

An address by Dr. Oscar Dowling, head of the Louisiana State Board of Health, dwelt very strongly upon the necessity for the industrial sick and accident companies to make the hygiene of homes and the environment of prospects a matter of more importance than has hitherto been the case. Many incidents were related by Dr. Dowling where the industrial insurance companies were practically inviting claims among those who are ignorant of even the simplest rules of sanitation and hygiene.

Friday's session was featured by several fine talks on public welfare work. An address on the subject by Mrs. C. D.

THE PEERLESS LIFE INSURANCE COMPANY

OF KANSAS CITY, MISSOURI

WANTS GENERAL AGENTS FOR HANNIBAL, KIRKSVILLE, CHILLICOTHE, ST. JOSEPH AND ROCKPORT

LIFE ACCIDENT HEALTH

General Agent Wanted

The MUTUAL TRUST LIFE INSURANCE COMPANY, of Chicago, has just secured admission to the state of Ohio, and now has a number of openings in various parts of the state on a real general agency proposition.

Mutual Trust is purely mutual and is also one of the few Companies operating on the strictly Full Level Premium Reserve basis. Its policy contracts embody every desirable feature consistent with sound underwriting. It is a Company enjoying an enviable record throughout all the territory in which it operates. Its contract to agents is liberal and is supplemented by 100% Home Office cooperation. If you have the initiative and ability to build a business for yourself, address: Mutual Trust Life Insurance Company, Chicago Temple, Chicago.

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The Mutual Life Insurance Company of New York has a record of EIGHTY YEARS of prosperous and successful business. It has passed through panics, pestilence and wars unharmed, and to-day, as a result of eight decades of endeavor, offers financial strength, reputation, magnitude, leadership, and life insurance service.

Those considering life insurance as a profession are invited to apply to

The Mutual Life Insurance Company
of New York

34 Nassau Street, New York

CAN YOU QUALIFY

For a General Agency proposition in Missouri, Minnesota or South Dakota, with a Company which gives real service to its Agency force, and under direct Home Office connection.

Des Moines Life and Annuity Co.

"The Company of Co-operation"

DES MOINES - - - - IOWA

Sullivan of Nashville was particularly good and she was followed by Messrs. Langley, Craig and others. Mrs. Sullivan has been engaged in welfare work in Tennessee for a number of years and her description of conditions calling for prompt attention from all high-minded citizens elicited hearty applause from the Conference members. Those who took part in the discussion suggested various plans through which the Conference might help in the work.

An address on "Education and Training of an Agency Force," by Russell King, manager of the life department of the Life & Casualty, was probably the first talk before the Conference on the work of soliciting life insurance. While weekly payment industrial life, health and accident business has previously occupied the exclusive attention of the members, quite a number are now writing ordinary life also. Mr. King is a graduate of a life insurance salesmanship school and is credited with having successfully taught a number of classes for his company, besides assisting at a general school carried on at Chautauqua, N. Y., by Dr. Griffin M. Lovelace for several years.

"Outsider" Starts Near Riot

The final address Friday proved a surprise to most of those attending the meeting. It was entitled "Observations of an Outsider," and before the reading of it was finished something like a riot seemed imminent. It developed that Paul B. Habanas of New Orleans, who essayed the role of "outsider," had a grievance against a certain industrial company growing out of a case which he had in court as the attorney for an alleged claimant. It also developed that the company won the suit on a showing that the policyholder had allowed his policy to lapse prior to the date of the claim. In order to prevent a recurrence of this situation, Mr. Habanas says he has prepared a bill for introduction in the next legislature that will provide that every company must collect the premium at the home of the policyholder, or, upon neglecting to do so the policyholder must be kept in benefit for 90 days after the last payment is due and unpaid.

Company Men Answer Attack

As soon as Mr. Habanas had concluded his paper, members of the Conference all over the room jumped up to make reply. P. M. Estes, counsel for the Life & Casualty, was given first chance. He explained fully the character of the usual industrial policy and why such instances as the one related by Mr. Habanas must occur in dealing with thousands of claimants each year. T. J. Tyne, counsel for the National Life & Accident, supplemented the statements of Mr. Estes by giving a full explanation of the effect such a law as proposed by Mr. Habanas would have on the great mass of people now depending upon industrial insurance for protection. These two replies were from lawyers to a lawyer, and Mr. Habanas quickly realized his untenable situation. He finally said he would be glad to consult some of the members of the Conference before going further with his plans and no doubt that will be the end of the proposition.

Meet Next at Signal Mountain

Saturday's session was held aboard a yacht which carried the party from the city through the industrial canal and around Lake Ponchartrain. The session was brief and little was considered beyond the election of officers and selecting the place for the 1925 meeting. Only two invitations were presented, Jacksonville, Fla., and Signal Mountain, Tenn.

The latter won by a unanimous vote. The date of the meeting will be named later by the executive committee.

The entertainment provided for the visitors at this meeting was more elaborate and was probably more enjoyed than at any previous gathering of the Conference. Thursday afternoon was given over to an auto ride through the city which ended at the Southern Yacht Club, where an appetizing shore dinner was served, followed by dancing. In the golf tournament C. B. Crawford of the Washington Life & Accident, Chicago, won the Conference Cup for low net score. This cup will be contested for annually and must be won three times in order to remain the permanent property of anyone. Special prizes were won as follows: C. A. Craig, National Life & Accident, Nashville, low qualifying score; J. R. Leal, Interstate Life & Accident, Chattanooga, low gross score; R. S. King, Life & Casualty, Nashville, low net score.

CANADIAN COMPANY ENTERS

National Life of Toronto Licensed in Michigan—Fifth Dominion Office There

LANSING, MICH., Oct. 14.—Another large Canadian life company has entered the United States through Michigan, the National Life Assurance of Toronto having been admitted last week by the state insurance department. This is the fifth Canadian life company to write business in the United States, making Michigan its point of entry. The company has operated in Canada for more than quarter of a century. No Michigan agent has been named as yet.

Michigan department examiners have recently been examining the Great West Life of Winnipeg, another of the Canadian companies doing business here. At least one Dominion company is examined yearly. The others operating here are: Manufacturers' Life of Toronto, Sun Life of Montreal and North American of Toronto.

Educational Program for Women

As a result of a resolution adopted at the convention of National Association of Life Underwriters at Los Angeles last July, Everett M. Ensign, executive secretary, is now engaged in devising a method of visualizing the benefits of life insurance to the women of the country. This work is to be carried on with the aid of the General Federation of Women's Clubs. The resolution as adopted last July authorized Mr. Ensign to do everything possible to bring home to the women of the country the benefits of life insurance. He has already secured the cooperation of Miss Alice Lakey, insurance specialist of the General Federation of Women's Clubs, and he expects to find some method to reach the 2,800,000 women affiliated with the various branches of the federation. The association is now supplying the women's clubs with lecturers and topics on life insurance.

Prudential Urges All to Vote

The Prudential, in order to stimulate voting this year, has had printed in red ink on all envelopes which the company will send out between now and election day, "Don't fail to vote Nov. 4."

Approximately 750,000 of these messages will be sent to people in all parts of the country, the Prudential's action being in line with the general movement throughout the nation to get people to vote.

"SAFE AS A GOVERNMENT BOND"

The OHIO STATE LIFE

LIFE, HEALTH, ACCIDENT AND MONTHLY INCOME INSURANCE.

SEE → **LATEST POLICIES AND AGENCY CONTRACT FOR FACTS**

Openings Ohio, Ind., Ky., Mich., W. Va., Tex. and Okla. Write Columbus

a gold mine of "app-closers"



They Pay Dividends!

"Will it pay?" After all that's the real test of every sales plan. Over sixty thousand of these books have been printed and sold. Thousands of field-men and executives say over and over again: "They pay us dividends every day!"

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This booklet contains 64 pages in handy pocket size, printed in two colors and set in bold type suitable to show your prospect during an interview. Space for your clippings provided. It takes down the bars between the field-man and his prospect, because it speaks the prospect's language.

A PARTIAL LIST OF THE CONTENTS:

How Much is Enough?
Good Intentions.
I Will Think It Over.
Why Poor Farms in a Land of Plenty?
"Smokes, Sweets, Looks and Smells."
Ghosts That Haunt Every Man.
If I Were to Die Tonight.
What Your Banker Thinks.
Cats and Dogs.
Two Sides to the Story.
Which Job Will Your Own Daughter Take?
Bradstreet's Business Cemetery.
Business Brains.
Inheritance Taxes.
Lump Sum vs. Monthly Income.

Life Insurance Bible Volume II

The Life Insurance Bible tells how to sell Life Insurance and gives tested answers that convert your prospect's objection to buying Life Insurance into convincing reasons for buying it TODAY. There's not a dull word in it and your prospects will want you to loan it to them to read. It tells them what you'd never dare to say and strange to say they like it and frequently sell themselves.

SOME OF THE GOOD THINGS IN IT:

Don't Use Invisible Soap.
Passing the Buck.
Adam Said it First!
The Boomerang Method.
The Sucker List.
Bury the Mortgage, Too.
Is He a Cuttle Fish?
Bulls-eye.
Man With the Walrus Hide.
One Born Every Minute.
A Poor Alibi.
Lost \$1,000.00.
Wishbone or Backbone.
Talk United States.
And many others.

Life Insurance Almanack Volume III

The Sequel to Volume I of the Almanack and the Companion Book to the Life Insurance Bible. It rounds out the series and completes the Life Insurance Man's Tool Kit. Every page is worth many times the price of the whole library in the hands of any industrious field-man.

HERE ARE SOME OF THE HIGH SPOTS:

Cherrellyn's Sermon.
Life's Mirror.
From Governor's Mansion to Poorhouse.
Eggs and Strawberries.
Keep the Life Boats.
Fair Weather Business Men.
Dead Men and Broken Wills.
Will You Play Sucker to a Ponzi?
Seven Ages of Woman.
Put Your House in Order Now.
The Undertaker and the Wrecking Crew.
High Cost of Dying.
You Can't Fool Uncle Sam.
Your Last Photo—the One Folks Will Remember You By.
And a lot more.

Schuppel's Insurance Library costs you only \$2.50. At this price you cannot afford to be without these three idea books. If you have not seen them, just fill out the coupon and receive books for 5 days' FREE examination. Attractive quantity prices upon request.

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Chicago, Illinois



Name
Company
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New Policies

New and appealing line of policies being written.

Rates exceptionally attractive.

Unusual contracts to agents.

Several splendid agencies open in Iowa.

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PROGRAM IS PREPARED

ANNOUNCE TENTATIVE PLANS

Insurance Advertising Conference to Be
Held in Pittsburgh Last Week
of October

The Insurance Advertising Conference will be held at the William Penn hotel, Pittsburgh, Oct. 27-28, instead of at the Hotel Schenley in that city, as originally planned. All activities of the meeting, including the banquet, will be carried on in the William Penn hotel, and arrangements have been completed making it possible for all visiting members to stay there. The insurance advertising conference will be followed on Wednesday, Thursday and Friday by the convention of the Direct Mail Advertising Association, to which nearly all members of the former belong.

Give Tentative Program

The tentative program of the insurance advertising conference is as follows:

MONDAY, OCT. 27 Morning Session

President Edward A. Collins presiding. Welcome.
Scope and Objectives of This Program—Chauncey S. S. Miller, chairman, speakers and program committee.
Discussion—The media now used:
Newspapers—Led by L. A. Soper, manager, sales promotion, Phoenix Mutual Life.
Magazine—Led by L. B. Little, manager, publications, Metropolitan Life.
Posters and Billboards—Led by Clifford Elvins, advertising manager, Imperial Life, Toronto.

Folders and Fillers—Led by Stanley Withe, assistant director of publicity, Aetna Affiliated companies.
Direct Mail—Led by B. N. Mills, publicity manager, Bankers Life; E. A. Collins, assistant secretary, National Surety.

Window Displays—Led by George A. Morse, advertising manager, Moore & Summers, general agents N. E. M. Life.
Specialties—Led by C. A. Palmer, advertising manager, North America.
House Organs—Led by E. L. Sullivan, advertising manager, Home; Clifford Elvins, vice-president, Imperial Life, Toronto.

Insurance Press—Led by W. W. Ellis, publicity manager, Commercial Union.
Agency Signs—To be selected.
Holcombe Trophy Award—Announcement by Commissioner L. A. Soper, manager, sales promotion, Phoenix Mutual Life. Presentation by P. L. Thomson, president Association of National Advertisers.

Address—"Anything That Can Be Sold Can Be Sold by Mail."—John Howie Wright, editor of Postage.

Afternoon Session

Vice-president R. L. Clark presiding.
Symposium—"Echoes of the London 1924 Convention." Vincent Lewis, secretary, British Insurance Section, International Advertising Convention; E. Smither, chairman, British Insurance Section, International Advertising Convention; C. A. Palmer, advertising manager, North America.

Address—"The Insurance Advertising Conference and Public Relations." George T. Wight, secretary, Life Presidents Association.

Expressions from Local Agents—"The

BAKER-ROYER CASE UP

ALLEGE UNETHICAL PRACTICE

Richmond Association Considers
Charges and Countercharges—Gives
Warning to Some of Agents

RICHMOND, VA., Oct. 14.—By a vote of 30 to 26, the Richmond Association of Life Underwriters at its first fall meeting held this week adopted a report of its executive committee on the so-called Baker-Royer case involving alleged unethical practices in connection with the writing of \$50,000 term policies on the lives of H. P. Baker and R. Stuart Royer of Baker-Royer Company, road engineers and contractors, which these two men had to take out to secure a large bond covering a road contract.

The case was first brought to the attention of the committee by A. O. Swink, Virginia manager for the Atlantic Life, who complained that W. S. Drewry, general agent for the Connecticut General, permitted Hugh S. Souther, an agent for the New England Mutual, acting in the capacity of broker, to twist a five-year term policy for \$50,000 taken out by Baker in the Atlantic Life in July, 1923, to the Connecticut General in June, 1924. He complained further that E. B. Meade, agent for the Prudential, together with J. W. Tinsley, general agent for the Continental Assurance, acting as a broker, attempted about the same time to induce Royer to drop a similar policy for \$50,000 issued by the Atlantic Life and to take a Prudential policy instead.

Makes Counter Charge

Mr. Drewry not only denied the al-

Kind of Advertising Help We Want."

Address—E. A. Woods, general agent, Equitable Life of New York, Pittsburgh.

Evening Session

Advertising Managers' Group. Sessions by lines (8 to 9 p. m.). Group chairman to be appointed.

9 to 10 p. m.—Executive Committee Meeting.—C. A. Palmer presiding.

TUESDAY, OCT. 28

Morning Session

C. S. S. Miller presiding.
a. Advertising Exhibit Quiz.
b. Question Box (not pertaining to the convention exhibit).
Luncheon—Clifford Elvins presiding.

Afternoon Session

H. E. Taylor presiding.
Address.
Address—Homer Buckley, president, Direct-Mail Advertising Association.
Discussion—"Waste." Led by R. L. Clark, advertising manager, Continental group; A. H. Reddall, advertising manager, Equitable Life; C. A. Palmer, advertising manager, North America.
Address—"Selling the Advertising to the Local Agent." Spencer Welton, vice-president, Fidelity & Deposit.

Evening Session

Banquet at 7 p. m.
Stunts and Special Features—E. L. Sullivan, advertising manager, Home, chairman.

legation of Mr. Swink but countered with the charge that the latter did not write Baker and Royer in 1923 until several weeks after the Connecticut General had written the two men for ten-year term policies of \$50,000 each. Mr. Meade and Mr. Tinsley asserted that they did not get in on the case this year until after Mr. Baker and Mr. Royer had both invited bids with a view of changing the insurance if lower figures could be obtained. Mr. Souther likewise explained that he did not get in until asked to submit figures.

The committee concluded that Mr. Swink could not be held to have violated any law as to twisting in writing these policies, but it was suggested that he be more careful in the future in his statements as to the ability of his company to write insurance cheaper than other companies.

Was Not Full-Time Agent

With reference to Mr. Lecky's part in the case, the report said: "According to Mr. Robert Lecky, Jr., he places life insurance through various companies, which, as he is not a full-time life insurance man, appears contrary to article IX, sections 1 and 2 of the by-laws. A broker, among other things, must have a bona fide contract with one company, and only one, to which he must offer all business. This by-law is absolutely necessary to the welfare and proper conduct of the business, and in our opinion Mr. Drewry is to be criticized for his action in accepting business from other than a full-time life insurance man and cautioned against repetition under penalty provided by the by-laws."

As to the Baker-Royer case of 1924, Mr. Drewry was given a clean bill, as were W. W. Barrow, general agent for the New England Mutual, and Ralph P. Harrison, general agent for the Union Central.

With reference to Mr. Meade and Mr. Tinsley, the committee was not satisfied altogether with certain comparative proposals made in an effort to induce Royer to take out a Prudential policy in place of the Atlantic's, but it felt confident that "a caution to these two gentlemen and their recognition of the principles laid down in a general opinion given by the committee will serve the interests of all concerned."

Commissioner to Investigate

Commissioner Button is expected to make inquiry shortly into another phase of the Baker-Royer case involving the legality of methods employed by the Connecticut General in reinstating Baker in 1924. He announced recently that he had decided not to hold his inquiry until after the Richmond underwriters had conducted their investigation.

Continental Casualty Policy Changes

The Continental Casualty has placed a five days' exclusion period in its non-classified disability policy sold in the industrial department and also raised the rates on this policy. It is a policy which provides for monthly indemnity for various periods covering specific losses, pays for total loss of time from accidents so long as the insured is disabled, and three years payment for house-confined sickness. It is now sold at \$16.50 annual premium, \$1.50 monthly premium for \$30 monthly indemnity, ages 18 to 49, and \$20.10 annual or \$1.80 monthly premium for ages 50 to 59.

WILL BUY LIFE INSURANCE STOCK

to aid company in need of financial assistance in case of impairment, or for purposes of expansion. Or I will buy controlling interest and need not disturb present management if competent. Will deal with principals only. Correspondence strictly confidential and you will deal directly with principal who is financially responsible. Address K-73, National Underwriter.



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Unusual opportunities and attractive contracts to men who are good **PERSONAL PRODUCERS** and who have ability to **ORGANIZE** an agency.

Must have details regarding **insurance experience**, production in each of last three years, and particular **territory** desired, in first letter.

For booklet "Why the Minnesota Mutual" write

O. J. LACY

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**THE MINNESOTA MUTUAL LIFE
INSURANCE COMPANY**

SAINT PAUL

MINNESOTA

Can You Beat It ?

There are more than three hundred legal reserve life companies in the United States. One hundred and seventeen of these are older than the Midland Mutual. On December 31, 1923, but seventy-nine had more business in force, while but seventy-three gained more business in force during the year. Only sixty-seven have more assets. Many of these large companies have purchased one or more companies while all the Midland's business was written by its own agency force.

During 1923 but thirteen companies paid their policyholders more money in dividends than they paid in death claims. The Midland was one of this group.

We know of no other company which can truthfully say it "Never contested or compromised a claim" during eighteen years of service. The Midland was eighteen years old on July 2, 1924.

Only eight companies maintained their previous dividend scale through the war and flu epidemic. The Midland was one of the eight. An improved schedule has just been announced, payable after June 30, 1925.

Also new policy forms with no surrender charge and loan values the second year.

For General Agency in Indiana, Michigan or Pennsylvania write J. A. Hawkins, Manager of Agencies.

The
**Midland Mutual Life
Insurance Company**

Columbus, Ohio

"Its Performance Exceeds its Promise"

On General Agencies

Some companies establish branch offices in various cities with salaried positions. And excellent results are obtained.

But the Atlantic Life believes in the General Agency system, where men work and build for themselves as well as for their company. It is looking for men who can build first-class General Agencies doing a big volume of business every year. To such men opportunities are unlimited.

The Atlantic Life is 24 years old, soundly established, and operating under most able management. Every possible aid and encouragement is given to our men. We want general agents of character in Alabama, Kentucky, Georgia, West Virginia, Michigan and Texas.

Atlantic Life Insurance Company
Richmond, Virginia

EDMUND STRUDWICK
President

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Superintendent of Agents



NON-CANCELLABLE

Health and Accident Insurance

FULL COVERAGE FROM FIRST DAY
FOR HOSPITAL CONFINEMENT

under Continental's NEW

Non-Cancellable Income Policy

For details see a Continental representative,
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Continental Assurance Company

910 S. Michigan Avenue
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INVESTMENTS

Safe Profitable Satisfactory

Selected First Farm Mortgages on unexcelled security in the best diversified farming sections of Northern Illinois and Missouri.

Highest interest earning consistent with safety.

Our record for efficient and satisfactory service is the result of twenty-five years experience as Financial Correspondents for large Eastern Life Insurance Company and general mortgage brokers without a loss.

Information regarding borrower, security and titles guaranteed.

References and list of offerings furnished on request.

Hoffman Mortgage Company

Central National Bank Building
St. Louis, Missouri

LITTLE DEFINITE ON NON-CANCELLABLE PLAN

Commissioner Dunham of Connecticut Talks on the Question of Reserves

INFORMATION IS MEAGER

Companies Are Watching the Situation Owing to the Small Experience in This Country

Commissioner H. P. Dunham of Connecticut, in a recent discussion of the subject of reserves maintained under noncancellable accident and health insurance, said:

"Noncancellable accident and health insurance may be defined as policies guaranteed renewable to some limiting age, usually 60, and noncancellable dur-

ing the term for which the policy is written.

"The issuance of noncancellable accident and health policies is a comparatively recent development in the casualty fields. It was first adopted in 1915. Unlike total disability benefits in life policies its progress has been slow indeed. At the present time this form of policy is issued by about a dozen companies, of which a majority regard it only as an unimportant sideline. It has been used and later discontinued by a few companies. While its future is by no means as certain as is the case with disability benefits included in life policies, we cannot assume that it is of little importance as far as the public is concerned. In fact, the few companies which have pushed this line as a feature, show that at present it represents a very important part of their business.

Similarity Between Policies

"There is a great deal of similarity between noncancellable accident and health policies, and disability benefits incorporated in life policies. As far as our subject is concerned, the chief point of similarity is that each is written at a level premium, while the risk increases with the age of the insured, thus necessitating the accumulation of a proper reserve. There is the same variation in coverage as under disability benefits. Some of the policies cover disability from the first day, while others require a waiting period of as long as three months.

Temporary Disability

"There are also important differences between the two forms. The noncancellable policies avowedly cover temporary disability. They are issued by casualty underwriters who have been accustomed to rate accident and health policies as one-year risks only. And, what appears to be most important of all, there is a serious moral hazard existent which is much greater than is the case where a substantial amount of life insurance must also be purchased.

"The matter of reserves under these forms of policies was investigated by a subcommittee of the blank committee of the Commissioners' Convention, reporting in May of this year. This subcommittee, after a thorough discussion of the subject, came to the conclusion that there were no tables available which it felt could be recommended as a statutory minimum standard with any reasonable degree of certainty that they would accurately measure the risk.

Recommendation Not Definite

"The conclusions of the subcommittee were substantially to the effect that while some reserve should be carried in addition to the 50 per cent reserve required on all accident and health policies, it is impossible to tell from the meagre amount of experience available what table is most satisfactory as a minimum standard. The companies should test the existing tables with their own experience and if no one of them is found to be satisfactory, a new table should be prepared. The committee did not believe that reserves based upon Hunter's disability table were adequate for noncancellable accident and health benefits.

In order that the matter might be easily watched, the subcommittee recommended that the figures for the policies be reported separately from the commercial accident and health policies in the annual statement blank. This suggestion has been adopted and provision for such separation has been made in the 1924 annual statement blanks.

Different Methods Are Used

"The conclusion therefore in regard to noncancellable accident and health policies is that this is a matter to be watched. The subcommittee previously referred to has been continued for the purpose of investigating what further data becomes available and of making recommendations from time to time. It is evident that the companies use widely different methods in setting up reserves. If the majority of companies are cor-

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**A Wider Field—
An Increased Opportunity
Because We Have**

Age Limits from 0 to 60.

Policies for substantial amounts (up to \$5,000) for Children on variety of Life and Endowment plans, thus enabling parents to buy all of the Family's insurance on the Ordinary, i.e. Annual, Semi-annual or Quarterly Premium plan.

Participating and Non-Participating Policies.

Same Rates for Males and Females.

Double Indemnity and Total and Permanent Disability features for Males and Females alike.

Standard and Substandard Risk Contracts, i. e. less work for nothing.

We have openings in Ala., Ariz., Ark., Dela., D. C., Fla., Ga., Ill., Ia., Kans., Md., Mich., Minn., Miss., N. M., N. C., Okla., S. D., W. Va., Wyo.

THE OLD COLONY LIFE INSURANCE COMPANY of CHICAGO, ILL.

B. R. NUESKE, President

The Company has its Home Office in its own building at 166 W. Jackson Blvd., running through to Quincy and Wells Streets, right in the heart of *Chicago's Financial district.*

rect, then a few are substantially understating their reserves.

"It is apparent that there is a need for a new table for valuing disability benefits and probably for noncancellable accident and health policies. This is a matter for actuaries to handle. It is the company actuaries who have the experience available, and it is hoped that they, with the cooperation of the department actuaries, will take the matter in hand as soon as it can be conveniently done.

**"What to Say," Title
of New Life Insurance
Book from J. B. Duryea**

"What to Say, Human Needs as a Problem, and Life Insurance as a Solution," is the title of the new book by J. B. Duryea, general agent of the Penn Mutual Life at San Francisco. This is the latest of this versatile writer's contribution to the literature of life insurance. Having been a salesman all his life, and a keen student as well, Mr. Duryea writes in a style that "hits the bull's eye" every time. That his ideas are practical is attested by the fact that he is himself a large producer. It goes without saying that he is a hard worker but it should be emphasized that he does his hard work in the easiest way; that is, before approaching his prospect he studies over carefully the obstacles which he believes to be in his path and builds his canvass along accurate lines so that he conserves time and energy in completing his work. It is a well known fact in his office that whenever there is a "hard nut" to be cracked, Mr. Duryea is usually called in to act as the "cracker."

Mr. Duryea knows that a successful selling canvass depends largely upon preparation, but he is not unaware of the fact that some of the greatest part of success is due to inspiration. He has, therefore, made it a rule for many months past to get back to his office and dictate the story of his sales, if he thinks that they offer any contributions of thought which will be of value to himself and his agents in their future work. In editing "What to Say," he has culled out the best of these interviews and has written his book around them. The result is that he puts into this book the very essence of modern selling.

Here is a complete study in psychology, if you wish to regard it so. Mr. Duryea has been most successful in studying the way in which his various prospects' minds work and has aimed his selling talk along the track which reaches their intellect in the shortest manner. This book is one of the classics of its kind.

The first installment of "What to Say" appeared in the October "Insurance Salesman." It will run serially in this magazine until completed, but will be available in book form within the next two or three months.

Association to Study Group

At the annual meeting of the National Electric Light Association, the insurance committee reported that one of the problems that will be given particular consideration during the coming year will be group life insurance. The committee proposes to make a definite and helpful recommendation to its members before the next annual meeting and will welcome the cooperation of all those who are interested. In its report, it stated that group insurance was now recognized as one of the important factors in employment relations, and thus the matter will be worked out for the best interests of the members.

Shows Burden of Estate Tax

An example of the heavy burden placed on large estates by the inheritance tax is reported from Detroit, where it is estimated that the estate of Hugo Scherer, real estate broker, who died a year ago, will be taxed \$687,312.30. The Scherer estate was estimated at about \$10,000,000.



The aeroplane, doubling the speed of the eagle, as it wings a select portion of Government mail over mountain and sea, has become another agent for dispatching Lincoln National Life service.

Death claim checks and other important messages are being sent from the Lincoln National Life Home Office by aeroplane mail as one more means of placing its Home Office "just across the street" from its field men.

This constant effort of the Lincoln National Life to give extraordinary service makes it pay to

LINK UP WITH THE LINCOLN



The
**Lincoln National Life
Insurance Company**

"Its Name Indicates Its Character"

Lincoln Life Building

Fort Wayne, Ind.

Now More Than \$325,000,000 In Force



Over a million and a half paid to policyholders in this territory.

Eleven million people within two hundred and fifty miles of our Home Office—plenty of opportunity for a good man.

We still have a few good openings.

Direct General Agency Contract—liberal commissions—but we are “hard-boiled” on advances.

COLUMBIA LIFE INSURANCE COMPANY

Cincinnati, Ohio

S. M. CROSS, President

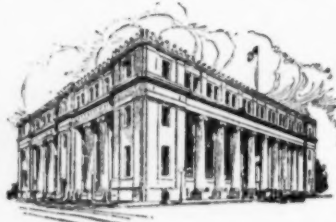
To men and women with or without experience, not at this time actually connected with any life agency, we extend the invitation to consider our local agency contract for rural districts in unoccupied territory.



Insurance in Force Over \$20,000,000.00

Operating in Iowa, South Dakota, Minnesota, Nebraska, Kansas

Over 1½ Million Policies Now In Force



Only four other life insurance companies in America have more policy contracts in force than this company. The following figures show its remarkable growth in the last ten years:

	Jan. 1, 1914	Jan. 1, 1924
Assets	\$ 7,804,230	\$ 40,113,271
Policies in Force.....	503,302	1,552,803
Insurance in Force....	73,455,636	351,149,583

Attractive opportunities open to competent agents in Ohio, Indiana, Kentucky, West Virginia, Pennsylvania, Michigan, Illinois, Missouri.

The Western and Southern Life Insurance Co.

W. J. WILLIAMS, President

CINCINNATI, OHIO

A Company with Friends Everywhere

The agent who is selling insurance in this Company, which for seventy-three years has been rendering unexcelled service, does not work alone. Wherever he may be, he finds enthusiastic friends ready to help him by testifying that there is no better company in the land than the old Massachusetts Mutual. Its enviable record for service and the low net cost of the protection furnished make a combination that assures success to any real worker in the field.

JOSEPH C. BEHAN, Superintendent of Agencies

MASSACHUSETTS MUTUAL LIFE INSURANCE COMPANY

OF SPRINGFIELD, MASSACHUSETTS
INCORPORATED IN 1851

TALKS TO ASSOCIATION

BEHA “KEEPS THEM IN LINE”

New York Superintendent Outlines His Position in Address Before Life Underwriters

NEW YORK, Oct. 15.—In his first public appearance before an insurance gathering since his appointment as superintendent, James A. Beha of the New York insurance department addressed the New York Life Underwriters Association here Tuesday evening in a purely informal talk, which in spite of the jovial way in which it was delivered gave some indication of the superintendent's attitude and reveals that although he may not be strong on prepared addresses in public that may be counted upon for some carefully prepared speeches to be delivered occasionally in his offices on the 30th floor of 165 Broadway.

The superintendent said that a few days ago he addressed a group of officers of insurance companies who had been called to his office on account of the fact that some of them had been tampering with the rules and regulations of the state of New York. He said he talked to them for about 15 minutes, did all the talking himself and then dismissed them and the next day an eminent lawyer well known in the city called upon him and said the officials who had visited him were very much upset and were holding conferences and telephoning each other and that his client had called him up late at night and he wanted to ask the commissioner if he really would put such a man in jail. Mr. Beha said that his sense of humor could be counted upon to carry him through a good many of the trials in connection with his position and that he had had a good laugh out of this incident.

Mr. Beha assured his hearers that he is not a reformer and that they will have no occasion to meet him unless they get out of line, in which case the insurance department will attempt to get them in line again.

Moir and Clarke Speak

Henry Moir, president of the United States Life, talked upon “Medical and Agency Selection.” He urged cooperation with examiners and advised the agents to be considerate in asking them to go out at all hours of the day and night to make examinations and said that if the agent would have the prospect call at the doctor's office whenever possible, the examiner would much more willingly cooperate on the occasional case where it is important for the examiner to go to the applicant's office.

Paul F. Clark, general agent for the John Hancock in Boston, gave a talk jammed full of valuable hints on prospecting and selling. He said the agent must have contacts and one of the important things to do with a new agent is to study his connections and find out where contacts can be gained. In closing he emphasized three points: First, be different; second, be positive, and third, be definite.

Thirty new members were obtained at the meeting, which was President Harry Morrow's first and a successful one from every standpoint.

Life Notes

The Mountain States Life of Denver has filed an application with the blue sky department at Little Rock, Ark., for a permit to sell 10,000 shares of its stock with policies in Arkansas.

E. J. Long has resigned as manager of the insurance department of the Baker Land & Title Company, St. Croix Falls, Wis., and will devote his entire time to life insurance work.

Robert B. Augustine, district manager at Richmond, Va., for the Mutual Life of New York, was one of a party of Richmonders that entertained Tyrus Raymond Cobb on a hunt in King William county last week.

WAS FESTIVE OCCASION

PHILADELPHIA HONORS CLEGG

Large Gathering at Association Banquet on “National President's Night” Hears Inspiring Addresses

In his inaugural address as president of the Philadelphia Association of Life Underwriters, last week, Paul Loder pointed out that, although there are more than 2,000 whole-time life underwriters in this city only about half of them belong to the association. The occasion was “National President's Night,” when about 500 attended a banquet in honor of John W. Clegg, national president, and one of his predecessors, Edward A. Woods, of Pittsburgh.

Mr. Loder, who was largely responsible for the successful membership drive here last season, said there was plenty of material for Philadelphia to overtop New York's membership total of 1,300, and announced that the big aim of his administration was to put the Quaker City association in first place.

“The stronger you are,” he said, “the more attentive legislators become, and companies listen in. Philadelphia must have done remarkably well in the past year, since the National Association turned its eyes this way and elected the first Philadelphia national president in 25 years, elected him without any backing except personal character. I think the association is lucky to get such a man as president. John W. Clegg is the fairest-minded man I know.”

Former National President Woods pointed out the changed outlook of the association in recent years. “Stopping improper practices has ceased to be our chief function. We're aggressive now.”

He deplored the tendency in many quarters to regard training in salesmanship as simply a fad. “You can readily imagine the changed attitude of the public toward the life insurance man who has become trained. I won't ask some of you how much you have invested in life insurance books and journals. I don't want to embarrass you before the crowd. But I will say that a carpenter has about \$75 invested in tools and a professional man should certainly do better than that.”

The chief speaker, President Clegg, said he had not had the least intimation that he was to run for the national presidency until the night before the election. He seemed to be in a prophetic mood, for he said: “I believe we are in our infancy in regard to development of life insurance. We have made tremendous strides during the few years in which I have been engaged in field work, but we're going much further.”

“I look to see the day when there will be many million-dollar cases, each carried by one company, with only one proof required in a death claim. This can be brought about by one thing in particular—education. If anyone is satisfied with the present mental and spiritual equipment, I'm sorry for him.”

“It has been said that the most successful persons pay the heaviest price. But do they? Rather, don't the unsuccessful pay the most in the long run?”

“It takes a fine personality to develop our business for the benefit of our fellow men. In order to make it the profession we so much desire, I believe the time will come when those entering the life insurance field must have had a college education of at least a year. The present courses of only a few weeks are inadequate, even if they were taken by everyone in the field.”

Carlos Avery, a member of the White & Odell agency of the Northwestern National at Minneapolis, is Democratic nominee for governor of Minnesota. Mr. Avery has been prominent in state politics for over 30 years.

LOUISIANA STATE LIFE INSURANCE COMPANY

Home Office, Shreveport, La.

TEXAS

J. C. EVERETT, Manager

317 Wilson Building

Dallas, Texas

ARKANSAS

J. E. LEEPER, State Manager

P. O. Box 1077

Little Rock, Arkansas

*We may have just what you are looking
for. Why not get in touch with us?*

Why Young Men Should Become Insurance Agents

Seven Reasons for Life Insurance Career

LIFE INSURANCE is founded on the highest ideals.

It is capable of yielding a good income and the satisfaction of accomplishment.

It offers opportunities for real leadership.

It brings the insurance producer in close association with big business and big business men.

It requires education in business methods, law and finance.

It is a field for workers, not shirkers.

It is an alluring and practical calling for men of dynamic energy.

John Hancock
MUTUAL
LIFE INSURANCE COMPANY
OF BOSTON, MASSACHUSETTS

Over Sixty years in business. Now insuring nearly Two Billion dollars in policies on 3,500,000 lives.



A Wall of Protection

What we desire our agents to see, the vision we want them to get, is that when they place a policy they are building a wall of protection about some home in their community. We want them to realize that it rests with them to make this wall just as high and as strong as it is possible for their earnest convictions to make it.

A "Wall of Protection" built of Ohio National policies, which includes Disability (2 forms), Double Indemnity, Non-Cancellable, Accident and Health, three forms of Juvenile Half Rate, Whole Life and Monthly Premium Policies, we believe is a wall that will firmly meet the assault of the enemy.

We have several good opportunities for General Agents and District Agents in:—

Ohio—Pennsylvania—Michigan—Iowa—Nebraska—West Virginia—Texas—Tennessee—Kentucky—Arkansas and New Jersey.

for men who can prove their ability.

For information write (in confidence if you desire)

The Ohio National Life Insurance Company

T. W. APPLEBY, President
W. F. MACALLISTER, Agency Manager

CENTRAL STATES LIFE INSURANCE COMPANY SAINT LOUIS

All Ages up to 65

Participating and Non-Participating Policies

Standard and Sub-Standard Risks

Prompt Service

Excellent territory for General Agencies
open in Illinois, Minnesota, South
Dakota, Kansas, Missouri, Wyoming and
California :: :: :: ::

MAY CHANGE VIEWS ON SELECTION OF RISKS

(CONTINUED FROM PAGE 1)

tical. You are both working to build up a sound, progressive, and active institution, and you can be of the greatest help to one another—the agents in a frankness of disposition, and the medical director in a careful judicial attitude weighing carefully all the facts submitted, without fear, fads, or favor.

Take Careful Examination

"I have once or twice come across an interesting problem in the work of certain agents which I should like to analyze. An agent has a risk about whom he is doubtful. Of the two examiners available, one is a little careless and slipshod, the other is usually careful. If he knows this, which doctor should he employ for the examination of the doubtful risk? The inexperienced and raw agent is likely to employ the careless doctor; the old experienced agent will select the strict doctor for this particular examination. Lack of experience leads the former to think the condition may not be observed, but the old one knows that the medical director at the home office will distinguish between the work of those two doctors, and any points of doubt will be resolved in favor of the applicant if the examination is made by a doctor in whom the director has complete and absolute confidence.

Views on Over-weights

"Medical men and actuaries have been studying for years the effect of various symptoms on longevity and they are gradually getting nearer to an accurate appraisal of risks submitted for life insurance. Within the last twenty years some fine distinctions have been drawn, and I believe that within the next twenty years there will be still finer gradations.

"We now come to a study of what I call 'agency selection.' This may

consist of two kinds: conscious and unconscious. The unconscious selection by an agent is perhaps the more interesting, for it depends primarily upon the characteristics of the agent himself. Our agents are recruited from all walks of life, and I find that the successful general agents have no definite rule for finding good men. I know one large agency in a Middle Western town where most of the recruits are taken from the ranks of young college men, with little or no experience in business. Another friend who conducts an excellent agency does not want anyone who is under age 30; he likes men who have had some business experience; who have already been for a few sessions attending "The School of Hard Knocks," and who feel and admit their responsibilities, having developed a fighting spirit. These classes are brought into life insurance to solicit the better grade of policies in fairly substantial amounts; but in addition to these, there are dozens of others who write applications in amounts from \$1,000 to \$3,000 each.

The Teacher of Thrift

"With all these differences in origin, we can understand that there are also great differences of character and temperament, and according to the character and temperament will be the class of business introduced by the agent. If the agent preaches the Gospel of Thrift, and of family protection, amongst active, honest, hard-working people—such people as those with whom he would himself associate—the general quality of the risks will be good. If such an agent be high-minded and sincere, with a genuine love of his profession, he will produce the very best class of business for his company, even although he may be quite unconscious of doing anything to avoid the doubtful risks. His business reflects his own character. Then again we have the unconscious selection of locality, occupation, or race—some districts are so much more healthy than others, while an agent whose associates are in a farm-

ing community will naturally submit business of an excellent character. In and around New York the race question is of considerable importance, for it is well known that certain races show vigor and longevity even in surroundings which are unfavorable, while others are lacking in powers of resistance. The two most prominent cases are probably the orthodox Hebrews for longevity and the colored race for lack of resistance.

The Spender

"Consider also the man who lives fully up to his means; who spends as he earns and from time to time has to borrow when the 'rainy day' comes; who tries to 'keep up with the Joneses'; who enjoys the night life of the city, and whose children are secondary in his mind to the gaiety in which he delights. His friends and associates will be of similar character; the business he produces will be from people of like mind; and the average result of such business will be doubtful, if not bad.

Conscious Selection

"The most alert, up-to-date, and energetic agents are those who keep themselves thoroughly posted on present-day conditions, and who are cultivating the habit of rendering service to their clients. In order to build up a big agency this method is a proved success with the result that we have agency organizations now of a magnitude and character which could not have been imagined twenty years ago. This class of work implies knowledge and intelligence, both in the selecting of agents and in the selecting of the risks and prospects whose business is being solicited. This is the highest and best class of conscious selection. This class of service is getting results to-day which are immensely greater and better for all parties than the unconscious selection of which I have already spoken. It implies the highest principles of business ethics, the strictest integrity, and an exchange of commodities 'service'

for 'business' on terms that are fair to all parties. A life insurance agent of this character raises our business to a higher plane and is of such value to policyholders that no question can ever arise regarding the place of the life insurance agent in the gigantic structure which we here represent."

MEETING OF AMERICAN LIFE CONVENTION ON

(CONTINUED FROM PAGE 2)

lead. The other two are the logical arrangement of processes, which he puts in second place, and personnel, which he places last or of least importance. He said that in all the troubles and errors that are revealed it is usually found that the cause is the fact that it is no one's particular duty to look after the matter involved.

Under the heading of "Cross Currents," William BroSmith, vice-president and general counsel of the Travelers, discussed some of the inconsistency in the regulations imposed on insurance companies. Mr. BroSmith has been giving considerable attention to the inconsistencies growing out of legislative and departmental regulation of companies and touched on some of the angles that affect the life business. At the same time he drew attention to the possibility of undue extension of group insurance with a hint that the scope of this phase should be more clearly defined.

Discuss Transfer of Cases

There was a lively discussion in the legal section Tuesday on the removal of cases to the federal court. The consensus of opinion was that life companies got more exact justice in the federal courts because of higher grade juries and often superior judges. E. M. Grossman of the Central States Life advocated the appointment of state judges by the governor rather than elevation by the people. William McKinley of the Old Colony Life said

Kansas and the Royal Unbr

The Sunflower State

Kansas was first visited by Europeans in 1541, when Francisco de Coronado led his Spaniards from Mexico across the Buffalo plains in search of new world wealth.

This territory passed to the United States in 1830 as a part of the Louisiana Purchase and became a state in 1861.

One of the most picturesque periods of our early history had Kansas for a background, for through Kansas in the days of the "covered wagon" came most of the "prairie schooners" bound for Santa Fe, California and Utah.

It was the center of the storm of national political passions which formed a prologue to the Civil War.

Today it is noted for its agricultural and mineral wealth. Wheat is the principal crop, while corn, hay, barley, oats and potatoes bring millions of income to Kansas farmers.

Its principal mineral deposit is bituminous coal, rich fields of which underlie nearly half of the eastern part of the state.

Its great oil output is noted for its quality.

Natural gas, lead, zinc, rocksalt, limestone and building stone are found in large quantities.

Even greater development is yet in prospect.

Royal Union Life Insurance Company

KANSAS CITY BRANCH OFFICE

801 Orear-Leslie Bldg.
Kansas City, Mo.

A. P. Osborn, Branch Manager
E. G. Mercer, Cashier

WICHITA BRANCH OFFICE

513 Orpheum Bldg.
Wichita, Kansas

James P. Sullivan, Branch Manager
L. F. Cunningham, Cashier

Paid to Policyholders, Over \$17,000,000.00

Insurance in Force, Over \$122,000,000.00 A. C.

politically appointed judges would be most unsatisfactory. W. C. Wells of the Lamar Life raised the question whether the increasing tendency to transfer cases to the federal court entailing greater expense on witnesses would not create adverse public sentiment resulting in greater limitation of the practice by congress.

McGivney Named Chairman

Eugene J. McGivney, general counsel of the Pan American Life who served as secretary of the Legal Section this year was chosen chairman. W. S. Ayres of the Bankers Life of Iowa was chosen secretary.

Tuesday night the Golfers dinner was given at the New Orleans Country Club. The golf prizes were awarded to the winners in the tournament. The dinner was given by the Pan American Life.

Legal Section Sessions

The legal section opened its sessions Monday, with an address by William W. Westerfield of New Orleans, on "History of the Civil Law in Louisiana," tracing the development of the procedure there down from the days of the old Napoleonic code. He was followed by Judge W. S. Ayres, general counsel of the Bankers Life of Iowa, who spoke on "Usury," taking up in some detail the provisions of the statutes of the various states and of the United States on that subject, and reviewing some of the leading court decisions. W. B. Miller, general counsel of the Volunteer State Life, had as his subject, "Reinstatements." He also reviewed a number of the court decisions on that topic.

Service on Statutory Agent

John C. Jones, Jr., counsel for the American National of St. Louis, discussed "Validity of Service upon Statutory Agent in Actions Not Arising out of Business Transacted within the State." He said that there seemed to be no justification in reasons why a plaintiff should be allowed to maintain suit in the courts of a state other than that

where he resided, or where the policy was issued, or where the loss occurred. There are, however, decisions upholding such action and in his review of the situation thus created, he expressed the view that the question of validity of service in such cases rests on whether or not the corporation has authorized its statutory agent to accept service of process in such action.

Advantage of Federal Courts

Lewis A. Stebbins of Chicago, general counsel for the Old Colony Life, discussed "Advantages of Being in the Federal Courts." He stated that the right of removal of cases to the federal courts now seems to have been settled conclusively. The primary reason he found for preferring to try cases in the federal courts is that in the main those courts treat insurance policies the same as other contracts, applying to them the fundamental principles of law, while the state courts usually regard contracts of insurance as being of a separate class sufficiently to warrant a departure from the logical application of the fundamental principles of the law of contracts and the law of agency to them.

Frick Case Is Reviewed

Speaking on the question, "Are the Proceeds of a Life Insurance Contract Subject to Death Duties?" Allan E. BroSmith, assistant counsel of the Travelers, gave especial attention to the recent decision of the Frick case in the United States district court for western Pennsylvania, showing why that court decision against the government was correct, and giving his reason for believing that the proceeds of a life insurance policy do not constitute part of a decedent's estate. He said that consequently they cannot be the subject of death duties or of state taxes, and also that the entire federal estate tax is of doubtful validity because it determines the amount of the tax by the size of the net estate, and not by the distributive shares, as well as for the reason that it

is in reality a direct tax and not an excise tax.

William Ross King, editor of the Legal Bulletin of the American Life Convention, gave his annual review of life insurance decisions of the year, selecting a number of cases that have had a vital influence on the business. Walter F. Seay, counsel for the Southland Life of Dallas, gave an interesting review of "Trials and Tribulations of Trial Lawyers," and James C. Jones concluded the program with "Five Minutes on Torts."

Newark Agency Leads the Field

The P. R. Wendt agency of Newark, N. J., led all agencies of the Equitable during September with a paid-for total of \$313,000. Second place went to the A. D. Wallis agency of Philadelphia with paid-for business totaling \$290,000. The leading agent in paid-for insurance written during September was S. P. Broomhall of the Cincinnati agency. September was Mr. Broomhall's 24th consecutive month of production since he became an agent of the Equitable of Iowa. In that time he has placed on the books of the company approximately \$750,000 of new business. His total paid-for production in September amounted to \$97,000. He secured \$92,500 of this amount from old policyholders.

Write Big Ordinary Volume

The National Life & Accident's drive for increased ordinary production this year has been meeting with gratifying success especially during the past few weeks, following the announcement of 32 new policy contracts. The company now has five "millionaire districts," with more than \$1,000,000 of ordinary in force, as follows: Atlanta, \$1,467,600; Birmingham, \$1,155,500; Memphis, \$1,154,500; New Orleans, No. 2, \$1,039,000; Detroit, \$1,002,000. Detroit reached the coveted pinnacle last week, after the district had been established only four

years. Manager R. H. Skinner has been in charge from the beginning. In 1922 he made 133 percent of his ordinary allotment, and in 1923 the still greater record of 165 percent was made. The district had made 69 percent of this year's allotment the first 31 weeks of 1924. Manager E. S. McAllister and his staff of the Houston, Tex. district staged a big campaign in industrial writing the third week in September, when a total of \$167,600 was accomplished.

Sue Under Suicide Clause

KANSAS CITY, MO., Oct. 14.—Barney Stevens, whose son, Harry, committed suicide September 27 leaving an insurance estate of \$40,000, has brought suit against the North American Life Insurance Company for \$20,000, the amount of a policy issued last April. The same company paid to Mr. Stevens the totals of two policies on Harry Stevens, issued four years ago, for \$20,000. The company had tendered Mr. Stevens the return of the premium on the later issued policy, under the terms of the suicide clause, which provides that only the premium would be paid in case of death by suicide within one year of the issuance. Mr. Stevens declined to accept the return of the premium; and, rather abruptly, brought the suit.

Equitable Reports Big Gains

The Equitable Life of Iowa has been showing splendid gains in new paid-for business secured during 1924. During the first nine months of the year, its agents secured \$47,817,476 of paid-for insurance as against a net figure of \$42,346,804 for the same period of 1923. This is a gain of \$5,270,672 over the first nine months of last year. The month ending Sept. 30 experienced the largest paid-for business of any September in the history of the company. A total of \$3,001,966, was written during the month, which amount represents a gain of \$1,328,796 over September, 1923.

Have Mutual Interests

Reports show that the wheat harvest of Kansas for 1924 is the best in quality and quantity in the State's history, and a record corn crop is now maturing.

This has been a good year for Kansas—and for the Royal Union it has been a good year as always for Kansas business.

The Royal Union has shown its unbounded faith in Kansas by establishing two branch offices to handle its business from the Sunflower State—one office at Kansas City and the other at Wichita.

Kansas, home of many fine insurance companies, has shown its faith in the Royal Union Life as manifested by the \$17,000,000.00 of Royal Union Life Insurance in force upon the lives of "Sunflower Citizens."

Both Kansas and the Royal Union are growing every day.

ROYAL UNION LIFE INSURANCE COMPANY

Des Moines, Iowa

000.0 A. C. TUCKER, President

WM. KOCH, Vice-President

D. C. COSTELLO, Secretary

THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

Published every Thursday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. EDWARD J. WOHLGEMUTH, President; JOHN F. WOHLGEMUTH, Secretary; H. E. WRIGHT and NORA VINCENT PAUL, Vice-Presidents; WILLIAM A. SCANLON, Southwestern Manager; FRANK W. BLAND, GEORGE C. ROEDING and O. E. SCHWARTZ, Associate Managers.

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Annuities a Perplexing Subject

THE subject of annuities is a very perplexing one from the standpoint of the insurance companies. The rate is, of course, based on the expectation of life of the purchasers, but it has been the universal experience of the life companies that annuitants outlive their expectations. The certainty of an income with the consequent freedom from care is the answer. The result is that annuities, from the standpoint of the insurance companies, are not a particularly profitable department.

Nor is the worry caused by the inadequacy of the rates alone, though perhaps, properly speaking, they are formulated without due regard to the natural selection against the companies. People who purchase annuities are ordinarily fairly well along in years. It is very unusual for people under 50 to consider them. When persons reach that age they have a pretty good insight into their own condition of health. They know that their bodies are in good shape with the result that they will probably live a long time or they know that they have some physical impairments which indicates that their existence will be of comparatively short duration. The latter class do not buy annuities whereas the former do. The outcome of this is, of course, that the insurance companies are behind by the time the smoke clears away. One company has found that this department never made any money since its inception, except in one year when a man purchased a very large annuity and died through accident in that year without having received any installment whatsoever.

Apparently the companies have two options in this division of their service. The first is to increase the rates to adequate amounts which will have the effect of driving away applicants. The second is quite interesting. This de-

pends on the companies making their rates lower and allowing substantial commissions so as to encourage agents to solicit this kind of business. By making more favorable rates it is thought that more people will buy annuities. If enough people purchase annuities, a company would have a better selection and one which will more nearly coincide with the tables on which the rates are based. If they are able to get the proper distribution of selection, they believe this business can be handled under terms which are equitable to all concerned. The companies are a little slow in adopting this latter policy but at least one company has decreased its annuity rates with this in view.

One way in which the companies get around the hazards of loss on annuities is to sell a combination of a deferred annuity and a contract under which the payments are guaranteed for a certain length of time. For example they will write a contract under which they agree to pay for 10 years certain and at the end of that time they will grant the deferred annuity. In this way they are able to take advantage of the possibility of death occurring within the certain period. There is some chance of making a profit on this type of policy and it has met with considerable favor with some of the companies.

In studying over the insurance field, the officials of the American companies are impressed with the extent to which annuities are sold in other countries and feel that there must be some way to encourage their greater use in the United States. They realize, of course, that the very theory of annuities is contrary to the spirit of the citizens here but they also know that if we adopted the practice of purchasing this form of contract in greater quantities, we would be very much better off, as a people.

Church and Institutional Endowments

JAMES A. McVOY, vice-president and general manager of the CENTRAL STATES LIFE, explains a use of life insurance which is not generally known to the general public. Some of the insurance companies through their investment departments have made plans for offering loans to churches, which are to be paid off by means of 10 or 20 year endowment policies for the amount of the loan upon a group of the church members, the premium of which is provided for in the expense budget of the church.

This is in line with the policy of many insurance companies in trying to assist religious and charitable institutions.

The various schools and charitable institutions such as hospitals, have had a great influence upon the progress of the world. Formerly the established churches were richly endowed and now the modern church, in order to meet the extensive demands made upon it, is beginning to look towards the raising of endowment funds to continue the enlargement of its facilities and meet the responsibilities of the present and later day situation.

PERSONAL GLIMPSES OF LIFE UNDERWRITERS

Just as proof that "the pain in the northwest" has been remedied, **George Hayward** of Albert Lea, Minn., district agent for the Minnesota Mutual, wrote \$110,000 of personal business in September. He has worked in this particular territory 11 years and says that the secret of success consists in sticking with the community through good and bad times. He believes this will make for both good communities and good men.

Ohio insurance men are interested in the candidacy of Judge **Harry L. Conn** for judge of the Ohio supreme court, short term. Judge Conn, who made a notable record as superintendent of insurance of Ohio, was appointed to the supreme court by Governor Donahey to succeed Judge Wanamaker at the death of the latter. He has the interests of insurance at heart, and will no doubt receive hearty support from insurance circles. He has no Republican opponent and is being supported without regard to party.

George E. Risley, assistant superintendent of the Connecticut General Life, and **George C. Capen**, assistant superintendent of agencies of the same company, recently returned from a hunting trip in Canada, where they had the misfortune to lose one of the guides whom they had engaged for their trip. The river down which they had to travel in their canoe was running high with flood water with the result that they themselves reached safety only by miracle, and the canoe containing the two guides was swept away into the rocks. One guide was found later on, still living though in a battered condition, and the other guide many miles away, having been killed when the canoe struck the rocks.

Haley Fiske, Jr., son of Haley Fiske, president of the Metropolitan Life, was married Oct. 8 to Miss Helen Lowe Rice, of New York and Bernardsville, the latter being the residence of Haley Fiske. The wedding was at Bernardsville. Mr. Fiske, Jr., is active in the group department of the Metropolitan Life. Archibald F. C. Fiske of Ottawa, Ont., manager of the Canadian branch of the Metropolitan, was best man for his brother. The list of guests contained many distinguished names from society in New York, Cleveland, Philadelphia and Washington. A number of life insurance officials were present. Some of these were William R. Taylor, second vice-president of the Equitable Life; F. O. Ayres, second vice-president Metropolitan Life; W. J. Tully, second vice-president and general counsel, Metropolitan Life; J. E. Kavanagh second vice-president and manager of the group insurance department of the Metropolitan, and Robert Lynn Cox, second vice-president of the Metropolitan.

Harold J. Cummings, assistant agency manager of the Minnesota Mutual Life, spent the latter half of September in Kansas City, assisting C. J. Rockwell in conducting his life insurance course in salesmanship at the point. Mr. Cummings besides being a field man, is a thorough going exponent of the art of teaching life insurance salesmanship.

John H. Stevens, formerly assistant to the general agent of the National Life of Vermont, in Chicago, and an ex-president of the old Life Insurance Field Men's Club of Chicago, has resumed active duties with the Everts Wrenn agency of the State Mutual Life in Chicago. Mr. Stevens' connection with this agency dates from 1915. A few years ago he left the Wrenn agency to become assistant to the general agent for the National Life and shortly after that moved from the Chicago field to Colorado, where he has been for the past two years, engaged in developing his boys' camp in the Rocky Mountains. This camp is now on a basis where it is largely self-operating and Mr. Stev-

ens can return to the firing line of life insurance. Mr. Stevens is an underwriter of ability and has a wide circle of friends in the Chicago field, both within and without the ranks of life underwriters.

George Horton Craft, for the last two years an examiner for the Colorado department, died at St. Luke's hospital at Denver last Wednesday, of complications which developed following an operation for appendicitis. Mr. Craft was widely known as an actuary and examiner, having been connected formerly with the Illinois department. His wife, Mrs. Lucy W. Craft, has been the personal secretary of Governor Sweet of Colorado in his investment banking business for the last 15 years. Governor Sweet took charge of arrangements for the funeral.

The International Life of St. Louis, Mo., broke all of its past productions records during September with \$8,741,000 in written applications, a fitting tribute to Vice-President Judge **W. K. Whitfield**. September was designated Whitfield month. The previous best month for the company was last May. Granting month, when \$8,160,000 was produced, September beating that record by \$581,000. In September, 1923, the production was \$5,443,000 and in August of this year \$6,504,000. For the first nine months of 1924 the company wrote \$65,300,000, a gain of \$7,300,000 over the same period in 1923, when the production was \$58,000,000. During the first five days of October this year a record total of \$2,341,000 was received by the company, compared with \$1,320,000 for the same period in 1923 and \$1,300,000 for the first five days of September this year.

Rufus K. Hardy, local manager of the Western States Life at Salt Lake City, and one of the most prominent members of the Utah Life Underwriters Association, sustained serious injuries to his foot in a hunting accident in Boulder County last week. He was taken to the hospital at Brigham City and later moved to Salt Lake City in an ambulance. He may lose his foot.

A. C. Savage, who will take over the management of the National American Life of Burlington, Iowa, will continue as vice-president of the Royal Union Life. Mr. Savage is attending the American Life Convention at New Orleans. He will not move to Burlington but will spend much of his time there. He will clean out the underbrush, reduce the overhead and get rid of an agency company that is unprofitable. His title will probably be general manager.

Charles A. Goodale, vice-president and manager of the American Bankers of Chicago and an official of the Clover Leaf Life & Casualty died of heart failure on the golf links of the New Orleans Country Club Sunday afternoon where he was approaching the ninth green, playing with L. B. Trenchard, loan manager of the Pan American Life; Fisher Simmons, vice-president of the American Service Bureau, and George B. Pattison, secretary Peoria Life. Crawford H. Ellis, president of the Pan-American Life, took charge of the body, which was sent to Chicago on Monday.

Mr. Goodale had gone to New Orleans to attend the American Life Convention meeting. He had not been assigned a room at the Roosevelt and changed his clothes in the room of N. H. Weed of the "Insurance Salesman" where he left his effects. Mr. Goodale was 56 years old. He was formerly an official of the old Michigan State Life.

Mr. Goodale had been connected with the business of life insurance for a period of 28 years. He was 58 years old. He became associated with the Cloverleaf Life & Casualty when the

officers of that organization purchased the control of the Peninsular-Guardian Life of Detroit in 1919. He was secretary and general manager of the Peninsular-Guardian Life. In 1923 he was elected to the vice-presidency of the American Bankers, since which time he has served in the dual capacity as managing life underwriter of both companies.

In March, 1902, after six years' experience in the life insurance business, Mr. Goodale went to the Missouri State Life as secretary and director. He occupied this position for five years. In 1907 he moved to Detroit and was made president and manager of the Michigan State Life. From this post he resigned 14 months later to become secretary of the Security Life of Chicago. He became secretary and manager of the Lone Star Life of Dallas in 1910. His connection with this company lasted five years. In 1919 he returned north as secretary and manager of the Peninsular-Guardian Life.

J. B. McConico, one of the leading life insurance producers of east Texas, with his headquarters at Lufkin, saved the life of John Trammel of Houston last week. Trammel had been hunting in the river bottoms near Lufkin and had lay down on a blanket to sleep. While he slept a rattlesnake crawled into the bosom of his shirt. In trying to get the reptile out of his shirt Trammel was bitten twice. Mr. McConico happened to be hunting in the bottoms

and heard the screams of Trammel. He went to the rescue. When he found what had happened he took his knife and opened the bitten places, placed his mouth to the wounds and sucked the poison from Trammel. He then bound up the wounds and carried the man to the doctor. The physicians said Trammel would have died before medical aid could have reached him had it not been for McConico's actions.

H. E. Gladfelter, cashier for the Daugherty & Cole agency of the Equitable Life of Iowa at Seattle, who started playing golf only seven months ago recently achieved what it took "Chick" Evans two decades to accomplish. He made a hole in one shot. To quote a Seattle paper: "The event took place at the third hole at Jefferson Park. Gladfelter used a 'brassie' off the tee of that 193-yard hole, slightly matted the shot, but sent it straight for the pin. A foursome consisting of A. L. John, A. L. Piper, John K. Piper and H. H. Piper was on the green at the time, and all testify that the ball skidded up to the cup and dropped neatly in."

Winslow Russell, vice-president of the Phoenix Mutual Life, was at White Sulphur Springs last week attending the semi-annually meeting of the American Society of Sales Executives. This society is composed of a membership of non-competing organizations and limited to 50. One member is taken from one classification and Mr. Russell holds the membership for the insurance class.

LIFE AGENCY CHANGES

FLANIGAN IN AGENCY FIELD

Chief Actuary of Bankers Life of Iowa to Become Manager for Greater New York

J. E. Flanigan, chief actuary for the Bankers' Life of Iowa since 1917, has resigned to become agency manager for the same company in greater New York. He will take his new post Feb. 1. Mr. Flanigan has attracted wide attention by his contributions to the literature of life insurance.

He will be succeeded as chief actuary by E. M. McConney, now assistant actuary. Mr. McConney's experience was gained with Canadian insurance companies. He was a member of the first Canadian contingent to go overseas in the world war, and during practically the entire conflict was in the trenches in Belgium. D. N. Warters, now junior assistant actuary, will be advanced to Mr. McConney's present post.

W. D. Barlow and Frank Crews

Waldo D. Barlow and Frank Crews of the firm of Barlow & Crews, general agents of the Equitable of Iowa, have resigned the general agency of that company at Baltimore and have accepted positions with the Equitable of New York at New York with offices at 1120 Broadway.

Mr. Barlow was formerly with the Connecticut General at Springfield, Mass., and Mr. Crews was for a number of years, prior to his connection with the Equitable of Iowa, one of the leading producers with the Equitable of New York. Mr. Crews' personal production in 1922 with the Equitable of New York was over \$1,000,000 in paid-for business.

G. B. Shelton

George B. Shelton, for several years district manager in San Francisco for the West Coast Life and for the past four months in charge of the Oakland district office, has resigned, effective Nov. 1. Mr. Shelton in addition to being one of the company's most successful organizers was also among the

leading personal producers for the past four years. He has made no announcement as to his future plans, other than stating that his resignation is due to his desire to live and work in San Francisco.

Black, White & Allen

The growth of the two general agencies of the Connecticut Mutual Life at Philadelphia and Baltimore, both of which have been under the supervision of Franklin G. Allen as general agent, has made necessary for Mr. Allen to have more assistance in his work. In order that he may give more personal attention to the Baltimore agency, he has taken into partnership in Philadelphia T. L. Black and Edwin R. White, under the firm name of Black, White & Allen. The new firm has been given the general agency for the Connecticut Mutual at Philadelphia, covering Bucks, Montgomery, Philadelphia, Delaware and Chester counties.

Miss Elizabeth Adams

A women's department has been opened by the Cleveland, O., office of the Phoenix Mutual Life with Miss Elizabeth Adams, an experienced business woman and member of the Business Women's Club, in charge. Special attention will be given to business and professional women and Miss Adams will operate a training school to prepare her workers to serve them.

R. B. Branham

R. B. Branham of Topeka, Kan., has been named Kansas field manager for the Guaranty Life of Davenport, Ia., Mr. Branham, who was formerly with the Aetna Life, was in the Guaranty home office this week completing arrangements to take over the field.

George Sheldon

George Sheldon of Fargo, formerly connected with the Dakota Life of Watertown, has taken the North Dakota state agency for the Union Central Life. This position was held by A. F. Colwell, who resigned last summer.

Eureka-Maryland Appointments

The Eureka-Maryland Assurance, which was recently admitted to Califor-

WHY

The Columbus Mutual Life Insurance Company Prospers

First: Because it is organized and run on correct principles. Direct agency contract. Vested renewals. Unrestricted territory. Automatic promotion. Perfected endowment policies.

Second: Because the policyholders and the agents are assured of fair treatment.

Third: Because we play no favorites and give every agent an equal opportunity.

Fourth: Because it is a clean cut proposition through and through, efficiently and economically managed, making money for everyone connected with it—taking care of policyholders first—paying agents liberal commissions—paying stockholders good dividends—paying officers moderate salaries—honest to the core.

Do you want a life insurance home where you will be protected and assisted in your efforts to build an agency and a renewal income to take care of your declining years?

We have a home for you.—Write us.

The Company where dreams come true.

The Columbus Mutual Life INSURANCE COMPANY

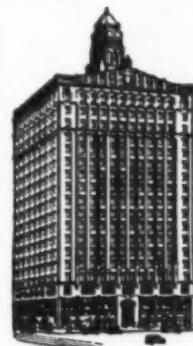
Columbus, Ohio

C. W. BRANDON, President

D. E. BALL, Secretary and Actuary

EQUITABLE LIFE OF IOWA

Now Occupies Its
**NEW 18-STORY
HOME OFFICE BUILDING
In Des Moines**



With increased facilities, it is now better prepared than ever before to render service to its policyholders, agents and friends.

Pictures Tell the Story

Cartoons will give your house organ that all necessary sparkle. Use them to put over your message or your special sales contest. Send for proof sheets.

BUSINESS CARTOON SERVICE
35 South Dearborn Street, CHICAGO



Empire Mutual

Life Insurance Company

of the United States

KANSAS CITY, MISSOURI

Z. E. MARVIN, Founder

THE OLD LINE

CEDAR RAPIDS LIFE INSURANCE CO.

A GOOD WESTERN COMPANY

CEDAR
RAPIDS

Up-To-Date Policies Liberal Contracts
Iowa, South Dakota, Minnesota, Nebraska

IOWA

POLICY LOANS CAUSE LAPSES

Have You found a way to stop this waste?

Our plan IS saving millions for many Companies and is the result of twenty-two years of careful research and experience.

THE OTIS HANN COMPANY

10 So. La Salle St.

Chicago, Illinois

A. MOORMAN & COMPANY

ARCHITECTS ENGINEERS BUILDERS

Financial and Insurance Buildings

A Nation-wide Service

Under Our Service:

One organization is responsible for the entire operation.

The cost is determined before the final working plans are made.

The construction period is usually about one-half the average time required.

Finer workmanship is possible because of our specialization upon monumental types of buildings.

Sixth Floor, Chamber of Commerce Bldg.
Saint Paul, Minnesota

A pamphlet explaining the scope of our service sent upon request.

A text book for beginners, a review book for experienced men, a book that every life insurance man should have—Jacob A. Jackson's "Easy Lessons in Life Insurance." \$1.50 including Quils Book supplement. The National Underwriter, 1362 Insurance Exchange, Chicago.

MUTUAL LIFE OF ILLINOIS

HOME OFFICE

SPRINGFIELD, ILLINOIS

An Old Line Legal Reserve Life Insurance Company

A Company of Service

Service to Policy Holders

Service to Agents

Service to the Public

Operates under the Famous "Registration Act" which requires the reserve on every policy issued to be deposited and held in Trust by the Insurance Department of the State

Live Up-to-Date Policies

Ordinary Life

Limited Payment and Endowments

A few good openings for good live producers in Illinois. Correspondence Invited.

H. B. HILL, President N. H. WALT, Vice-Pres. and Agency Director JAS. FAIRLIE, Vice-Pres. and Actuary DR. J. R. NEAL, Sec.

nia, has appointed W. W. Wiandowski as general agent at San Diego to cover southern California and Bert R. Jones as general agent at San Francisco, to cover northern California. Mr. Jones was formerly San Francisco manager for the Maryland Assurance.

H. E. Moen

H. E. Moen, formerly with the Eliason agency of the Minnesota Mutual at Fergus Falls, Minn., has been named general agent for the Jefferson Standard Life for Oklahoma with headquarters in Oklahoma City.

Richardson & Co.

Richardson & Co. of Los Angeles have been appointed district managers for the Federal Life of Chicago for southern California territory. The agency will write all forms of life, health and accident coverage. Mr. Richardson has returned from a visit to the home office where the contract was closed.

James B. Rogers

James B. Rogers has been appointed general agent for the Lincoln Life at Oklahoma Life, Okla. He was formerly with the Great Southern Life.

EASTERN STATES ACTIVITIES

QUESTIONNAIRE IS DRAWN UP

Maryland Department Will Demand Exhaustive Information from Applicants for Life Insurance License

BALTIMORE, MD., Oct. 14.—Wilson L. Coudon, deputy commissioner of insurance, has completed the draft of the qualification questionnaire for life insurance agents. This must be answered by all agents in order to secure a license to do business in Maryland after January 1, 1925, when the new insurance laws go into effect.

In addition to the usual questions relating to name, residence, and occupation, the questionnaire asks if the applicant intends to devote his full time to life insurance, and if not, what other occupation, if any, he intends to pursue while soliciting life insurance. Some of the questions are as follows:

To Avoid One Case Man

"Is the application made for the purpose of writing insurance on your own life, the life of a relative, an employee, an associate in business, or any other individual risk? What experience have you had in soliciting or writing life insurance? If without previous experience, by what means do you expect to become competent to act as a life insurance agent? If a soliciting agent, give approximate amount of life insurance and number of policies sold by you and paid for during the past year? Have you ever been charged with financial irregularities or are you indebted to any company or agency for any overdue and unpaid balances?"

Ask Questions of Law

The applicant is asked if he understands that it is unlawful to divide commissions with a person not licensed to receive them; to act as an agent for an unlicensed company; to act as an agent for a licensed company, without first being licensed as an agent; to misrepresent the terms of a policy; to rebate; to agree with the applicant's employer to receive as a part of his salary commissions on insurance placed by or for the employer or clients or patrons of the employer; to twist policies or to misrepresent the standing or condition of any insurance company.

Morgan Agency Banquets Baldwin

Thomas M. Baldwin, Jr., newly appointed insurance commissioner of the District of Columbia, was the guest of

the sales force of the Mutual Life of New York in the national capital at a banquet which Thomas P. Morgan, Jr., local manager, acted as toastmaster. Mr. Baldwin showed his interest in life insurance by then and there taking a policy on his own life and asking Mr. Morgan's permission to allow his son to attend the sales school conducted by the Morgan agency with the view of following life insurance as his profession.

A resolution was adopted to be sent to District Commissioner Rudolph, thanking him for the appointment of a former rate book man to the position of superintendent of insurance.

Has Monthly Investment Plan

CLEVELAND, O., Oct. 14.—A three-way plan, including life insurance, has been worked out by the Seidman Mortgage Co. for the promotion of the sale of its real estate bonds. When a customer decides on the amount he can save through regular monthly deposits in fixed sums, he agrees that it is to be applied on real estate bonds in certain amounts, to be delivered to him when the deposits, together with 6 per cent interest, amount to the face of the bonds, with insurance premiums, which are paid monthly, deducted. The customer agrees to take a certain amount of insurance to meet his expected investment in case he should not live through the term. This, with the amount of the deposits he has made, together with 6 per cent interest on them, is to be paid to his beneficiary or his heirs. Should he become ill and unable to pay the premiums on his insurance, the company waives payment for the time.

Big Year in New York

Life insurance companies operating in New York have had so successful a year that one prominent company has already made application for the suspension of the volume limitation prescribed in the Armstrong law, as applied to 1924 business, and at least four companies are expected to make application the same as last year. The chief cause of this great increase is attributed to the development of new lines especially partnership and corporation insurance, which have been especially developed in recent times. It is said that many other lines of human endeavor exist in which the life hazard is a serious factor, and that ultimately the volume of life insurance written with others than heirs of the assured as beneficiaries may equal that sold only for the protection of the family or heirs.

Set Connecticut Insurance Day

Nov. 12 has been set as Insurance Day in Hartford, Conn., and a plan of commemoration will soon be announced in detail. James L. Case of Norwich, former president of the National Association of Insurance Agents, has charge of the details.

Has Charge of Rochester Course

A. C. Edmonds, president of the Rochester Life Underwriters' Association and manager of the Phoenix Mutual Life in Rochester, will be in charge of the life insurance course conducted by the association in the vocational depart-

There Are Several of Them

Are you looking for a good general agency opening where the future will be just as big as you can make it?

We have several of them.

If you are the man for one of these openings, we will back you up with a good contract, good commissions, good policies and a thorough training course, so that you will have an opportunity to make good in an exceptionally short time.

Openings in Ohio, Pennsylvania, West Virginia, Kentucky, Illinois, Indiana and Michigan. Is your state listed? Write to us.

H. M. MOORE, Vice-President

THE CLEVELAND LIFE INSURANCE COMPANY

WM. H. HUNT, President

Home Offices

Cleveland, Ohio

Capital \$200,000



THE life insurance agent who wishes to obtain the representation of a reliable and pre-eminent honest company will find The Gem City Life admirably suited to his needs. The Gem City will equip its agents to write all forms of personal protection and in one good strong company.

There are exceptionally good opportunities for agents and general agents in good producing territory.

GEM CITY LIFE INSURANCE COMPANY

I. A. MORRISSETT, VICE-PRES.

DAYTON,

OHIO

Commercial Life Insurance Co.

IN THE HEART OF AMERICA

Kansas City, Missouri

We are offering top-notch contracts to men that are willing to build with a growing Company.

Our policy contracts are second to none.

If interested in some good Missouri territory, write us.

OFFICERS

F. H. UEHLING, President

W. K. BRAMWELL, Vice-President

WILMER LYONS, Secretary-Treasurer

DR. C. E. TOLLE, Medical Director

Insurance in force after twenty months—
over two million.

305 Reliance Building
Kansas City, Missouri



The Systeman Security Holder

makes an ideal Christmas gift. A high-class leather container with the recipient's name stamped in gold upon it, is certainly a nice way to "remember" your clients and friends—and they'll remember you when they need insurance service.

The Systeman Security Holder is designed to provide a place for insurance policies, bonds and other valuable papers. Your gift will be in service constantly. It will be a perpetual advertisement for you.

The Price is \$2.25.

There is a large size at \$3.15.

Liberal quantity discounts.

Send me the attached slip and look over the Holder.

E. L. KAUFMAN

Room 700, Austin Bldg.

111 W. Jackson Blvd.

Chicago, Ill.

Telephone Wabash 3933

I would like to examine a Systeman Security Holder. If I decide to keep it I will remit \$2.25 within ten days. If not, I will return the holder.

Name

Address

ment of the central Y. M. C. A. of the city. He succeeds E. W. Hughes of the Massachusetts Mutual in this work, as Mr. Hughes was unable to continue this year.

Ohio Medical Directors Meet

The Ohio Medical Directors Association held its first meeting for the fall-winter session at Marietta Tuesday. About 60 persons were present, including the medical directors of the leading life insurance companies of Ohio, examiners and field men. Dr. W. H. Shook of Cincinnati is the secretary.

Engel With Franklin Life

Frank W. Engel, formerly with The American National at St. Louis, has become agency supervisor for the Franklin Life, with which company he started his insurance career in 1913. His first work will be in Illinois.

IN THE MISSISSIPPI VALLEY

NEW ANTI-TWISTING BILL UP

Annual Report of Illinois Insurance Department Indicates This Will be Reintroduced at Next Session

Another "anti-twisting" bill may be expected at the next session of the Illinois general assembly, if the recommendations of the insurance superintendent in his annual report are carried out. This report, issued last week by Superintendent Alex J. Johnson of the insurance department, stated that the department continues to receive numerous complaints regarding the process of twisting through which an individual already insured in a company is induced to surrender or give up his policy or policies

and to take out new insurance in another company. The superintendent points out that a departmental bill was introduced at the 1923 session of the general assembly which would have effectively put a stop to this practice. That failed of passage, but it is the opinion of the department that a similar bill should be re-introduced and enacted.

The superintendent also suggests that the present investment law should be revised, as it is so broad in the class of securities in which life companies may invest funds as to be practically unlimited. He particularly refers to the investment in a home office building, which he believes should be definitely restricted and not only should the company be prohibited from owning more than a certain amount of such investments, but the officers or committees of

the organization should be prohibited from benefiting from any investment made by the company. Another suggestion is that a reduction be made in the percentage of the sales price of the capital stock of a new life company which could be deducted on account of organization and sales expense. At present, organizers are allowed 20 percent of the sales price. The report also makes reference to the fact that the department is in need of additional examiners for life insurance companies, having only two at present, although the number of Illinois life companies has greatly increased and the size of those already established has rapidly increased.

REORGANIZING KASKASKIA

File Friendly Suit for Dissolution of Live Stock Organization, to Be Replaced By Life Company

SHELBYVILLE, ILL., Oct. 14.—Depression in the farmer and breeder groups in the middle west territory in which the live stock insurance companies have their chief field, has led directors and stockholders of the Kaskaskia Live Stock to institute a friendly suit for the dissolution of the organization and the petition filed in the circuit court here for that purpose showed 91 percent of the stockholders in favor of the plan. The Kaskaskia company had a unique record. It was among the first in the field and is almost the last to withdraw. The partnership firm was organized in 1919 and incorporated four years later and during the succeeding years, other companies were taken over and operated until 1919 the company was at the tide of its fortunes. The company was operating in 12 states, had a large agency plant and was paying 7 percent annually with prospect of continued affluence. The storm of 1920 broke and swept away many companies but the Kaskaskia fought the tide and has held its assets intact during the turbulent four year period.

Coincident with the announcement of the live stock insurance dissolution it is stated that plans are already well advanced for the formation of a life insurance company under the name of the Kaskaskia Life. The new company expects to be ready to operate about Jan. 1 when all details will have been worked out. It will take over in many instances the present live stock agency organizations.

The old company had 10,000 shares of \$20 par, representing \$200,000 paid up capital. The new company will have 4,000 shares of \$25 par and this additional \$100,000, with the present surplus less necessary expenses incurred, will be placed into the new corporation. No additional capital is to be sought for the life company and book value of the interests of the new company will be almost the same as of the old.

Aid Y. M. C. A. at Des Moines

The life insurance men of Des Moines are waging a big drive in behalf of the local Y. M. C. A. both for memberships and subscriptions. They have as their goal \$60,000. L. W. Basham, general agent for the Penn Mutual, is division commander. J. C. Clapp of the Prudential, J. T. Peterson of the Berkshire, W. D. Bowles of the Phoenix and E. E. Carter of the Equitable Life of Iowa are field captains.

To Move Chicago Office

The Illinois agency of the Union Central Life is removing its offices from the Union Trust building to the Illinois Merchants Bank Building, 231 South La Salle street, Chicago. The entrance to the new quarters will be Room 808. It is announced that the removal will take place on or about Nov. 1.

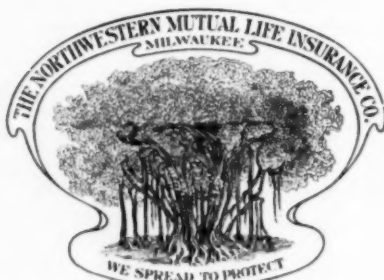
Eliason Agency's Rally

The Twin City branch of the Eliason general agency of the Minnesota Mutual held a field meet and get-together

50.97%

of the new business issued by The Northwestern Mutual Life Insurance Company of Milwaukee, Wisconsin, in 1923 was upon applications of members previously insured in the Company.

The
Policyholders'
Company



Once a Policyholder—Always
a Prospect.

THE NORTHWESTERN MUTUAL LIFE INSURANCE COMPANY
MILWAUKEE, WISCONSIN

W. D. Van Dyke, President

MINNESOTA

Just Opened by

ROCKFORD LIFE

For direct contract with Company, write to

FRANCIS L. BROWN, Secretary and Manager
ROCKFORD, ILLINOIS

meeting at St. Paul, at which the Minneapolis men cleaned up on the St. Paul boys in a baseball game, 13 to 11. This was followed by a trip through the home office directed by O. J. Lacey, second vice-president in charge of agencies. It was an occasion for better acquaintance between the field men and the department heads in the home office serving them. This was followed by a noon banquet at which President E. W. Randall presided. This makes one game each for the St. Paul and Minneapolis boys. The final is to be played within the next month.

Security Mutual Agency Expands

Samuel R. Cooper, manager of the Chicago agency of the Security Mutual Life, announces that the office has been moved from the seventh floor to 1211 Westminster building. The new quarters provide more than double the space of the former office, which had become too cramped for the agency. The Chicago agency has tripled its business, and expects to write \$1,500,000 the first 11 months of the year. The agency has been developing rapidly since Mr. Cooper became manager last February.

Honor Veteran Agent

JANESVILLE, WIS., Oct. 14.—About 30 insurance men of this city gathered at the Grand Hotel here for the dinner and party which celebrated Frank A. Blackman's 25th year of service with Northwestern Mutual Life of Milwaukee. Mr. Blackman is district agent for the company with local headquarters. Considerable interest attaches itself to the celebration because of the fact that Mr. Blackman is one of the Northwestern's veterans. The Northwestern Mutual Life was organized here in 1857 with 36 policyholders, mostly local men. It functioned with home office at Janesville until 1880 when the home office was transferred to Milwaukee.

Open Women's Training Course

MILWAUKEE, WIS., Oct. 15.—Something novel in life insurance educational courses was inaugurated here today, when the Mutual Life of New York opened its life insurance course for women, under direction of Lorraine Schiller Ferrer. A series of newspaper advertisements was run prior to opening of the course, and these set forth the opportunities for women in the life insurance business so ably that a large attendance marked the opening of the course. Mutual Life of New York through Bruce Whitney, general agent for Wisconsin and upper Michigan has for some time maintained a women's department under the supervision of Miss Ferrer, and this department has been markedly successful.

Morgan Was Honor Guest

More than 100 employees of the American National of Galveston, Tex., in the St. Louis branch and the East St. Louis office attended a banquet given at Hotel Statler in St. Louis, Mo., in honor of Nathan V. Morgan, assistant secretary of the company, who visited these offices. He outlined the progress made by the company in recent years, stating that it now has \$231,000,000 of insurance in force. He praised C. N. Cotton, district superintendent for the company in St. Louis.

Seek Big College Endowment

A drive is now on among the alumni of Drake University of Des Moines, Ia., for the purpose of raising a \$2,000,000 endowment for the institution by means of a life insurance policy upon each member for \$250 on the 20 year endowment policy plan. Drake University is named in the policy as the beneficiary. The Metropolitan Life of New York will carry the risks and representatives of that organization are now here conducting the campaign. There are 6,000 members of the alumni of Drake University and each is allowed to add members of his or her family to the list.

The Pan-American Life Insurance Company Wants Four General Agents in Ohio

Offices will be opened in Cleveland, Cincinnati, Columbus and Dayton.

The men who secure these positions must be good personal producers and must know how to organize and manage an agency. They will be given valuable General Agency contracts with liberal financial support.

Pan-American service includes:

Unexcelled Low-Cost Life Policies
Substandard Policies for Under-Average Lives
Child's Educational Endowment
Group Insurance
All Forms of Accident and Health Insurance

Address

E. G. SIMMONS, Vice-President and General Manager

PAN-AMERICAN LIFE INSURANCE COMPANY

NEW ORLEANS, U. S. A.

CRAWFORD H. ELLIS, President

Capital, \$1,000,000

Total Resources, \$14,000,000

Insurance in Force, \$125,000,000

MORE THAN 50%

of the business written by some of our larger agencies is a direct result of the Fidelity lead service. Our agents interview interested prospects—people who have written the Head Office for information.

Fidelity is a low-net-cost company operating in 40 states. Full level net premium reserve basis. Over Quarter of a Billion in force. Faithfully serving insurers since 1878.

FIDELITY MUTUAL LIFE INSURANCE COMPANY, PHILADELPHIA

Walter LeMar Talbot, President
A few agency openings for the right men



Stephen M. Babbit
President

Hutchinson, Kansas

MR. AGENT!

Do you care for QUALITY, not SIZE? Age, Sound Experience, Low Cost, a Splendid Record for 70 years?

Then why not take a General Agency in its HOME STATE for

THE ST. LOUIS MUTUAL LIFE

OUR AGENTS AND POLICY HOLDERS STICK! WRITE THE HOME OFFICE

The Accumulation Policy

is a combination of insurance and investment in a new sense.

Specimen Rate

Age 35.....\$31.90 per \$1000

The continued payment of the rate creates increasing benefits each year. As a seller it has no competition. Write us about it.

NATIONAL LIFE ASSOCIATION
Des Moines, Iowa

Eureka-Maryland Assurance Co.

OF BALTIMORE, MD.

Incorporated Under the Laws of Maryland, 1882
WE USE

Standard Ordinary and Industrial Policies

J. C. MAGINNIS, President
J. BARRY MAHOOL, Vice-President

J. N. WARFIELD, Jr., Secretary-Treasurer
Dr. J. H. IGLEHART, Medical Director

or to take out more than \$250 insurance. Former students, not graduates, are also eligible.

Lansing Agency Was Winner

GRAND RAPIDS, MICH., Oct. 13.—The Lansing agency of the Detroit Life was banqueted here recently by the Jackson, Flint, and Grand Rapids agencies as a result of policy-writing contest in which the Capital City agency set the best record. A luncheon was held at the Hotel Morton with the Lansing insurance men and the officers of the company. M. E. O'Brien, president; Homer Guck, his assistant; E. C. Wightman, actuary; and E. E. Meuser, state agency manager, as guests. The Lansing office, managed by Charles Lamereaux, wrote business amounting to \$209,530.

SOUTHERN FIELD

ADOPT SCHOOL GROUP PLAN

San Antonio Board of Education Makes Provision to Give Full Coverage Policies to Teachers

The board of education of San Antonio, Tex., despite protests, adopted group insurance for approximately 850 teachers in the public schools of that city and made \$15,700 appropriation for financing the plan. The insurance was awarded to the Alamo Life of San Antonio, contingent upon approval of the plan by the Texas attorney general. The idea of offering group insurance to members of school faculties is a new one in Texas. While business and industrial concerns have accepted group insurance for employees, this is the first time that a school board in Texas has accepted the plan. The legality of the plan having been questioned the matter will be referred to the Texas attorney general for an opinion before contract is made with the insurance company. The plan adopted by the San Antonio board of education is to present each teacher a \$1,000 insurance policy covering life, health and accident for the year 1924-25.

Sees Property in Southwest

Vice-President Harper of the Continental Life of St. Louis, who recently made a trip to Oklahoma and Texas, is very enthusiastic about the outlook for the future in those big states. Good crops and easier money conditions have toned up general conditions there wonderfully in recent weeks he reports. While he was in San Antonio, Tex., the Coleman & Co. general agency for the company celebrated his visit by presenting two \$25,000 applications and a nice volume of smaller policies. Monte M. Brown in charge of the life department for the agency promises a production of not less than \$1,000,000 for 1923.

Harris Teaching in "Y" School

James B. Harris, one of Dallas' life insurance men, is to instruct a class in salesmanship at the Y. M. C. A. Mr. Harris has been connected with the School of Commerce work of the Y. M. C. A. and the Y. W. C. A. for the past three years.

Interstate L. & A. Arkansas Meeting

Agents in Arkansas of the Interstate Life & Accident held a convention at

Little Rock at which the guest of honor was John W. Blevins, vice-president, from the home office at Chattanooga. It was reported that under the aggressive direction of John W. Carey of Little Rock, state manager for the company, Arkansas led the entire country in volume of new business written by the Interstate. The company entered Arkansas in 1917, and the present year's business is the largest it has ever enjoyed. Mr. Blevins informed the agents.

PACIFIC COAST

LINES UP TEAMS OF AGENTS

Home Office Agency Is Making Big Drive During "Pacific Mutual Appreciation Month"

In an effort to exceed the volume of new insurance written in October of last year when the Cochran Loyalty Month campaign broke all previous records of agency production, John H. Russell, associate manager of the home office agency of the Pacific Mutual, has initiated a special drive for business during the current month, which has been designated "Pacific Mutual Appreciation Month."

The agency has been divided into eight teams, each in charge of a captain and two lieutenants, and the teams have been paired, making four groups of two teams each, it being understood that the teams composing a pair are pitted against each other. This will result in four contests being engaged in concurrently during the month and the contests will be based on number of applications and not on volume. The goal which has been set for the month is 1,000 applications.

The officers of the company have promised a banquet and dance to the agents who shall each write at least three applications for a total of \$10,000, and the agency management offers a theatre party to the members of the four winning teams, provided, however, that no member shall be included in the party who has failed to produce at least three applications for \$10,000.

Building Agency Rapidly

W. H. Carter, general agent at Los Angeles of the Central Life of Des Moines, is making a splendid record in the building of an agency organization and in the production of new insurance during the first year of its existence. Results obtained in September were especially gratifying, the volume of business written amounting to over \$325,000 and bringing the total for the first nine months of the year to nearly one and a half million. A feature of the September record was the winning by M. Polin of the "Leader's Cup," a trophy offered by Mr. Carter in a monthly contest for volume throughout the year, the agent winning it the greatest number of times during the 12 months retaining permanent possession. Mr. Polin has won it twice and Messrs. Mitchell and Reed have also achieved this honor, thus making a triple tie to date of the score, which will be finally decided by the records made in the remaining months of the year. The agency is making a special drive in October, which has been designated Miller month in honor of the company's president, who is expected to visit southern California in November.

Convictions in Fraud Case

In deciding the application of the defendants for probation, following the recent trial and conviction in Los Angeles of John Wiley, his wife Belle Wiley, and W. N. George, found guilty of conspiring to defraud the Great Republic Life by the attempted fake accidental drowning of Wiley, who had been insured with the company a few months ago for \$10,000, with double indemnity in event of accidental death, Wiley was sentenced by Superior Judge Carlos Hardy on Monday, Oct. 6, to serve three months in the county road camp. His

wife was given her liberty on three years' probation and granted permission to return to her former home in Toledo, O., where her sister is said to be dangerously ill. George, who was characterized by Judge Hardy as the brains and prime mover in the plot, was given a penitentiary sentence of from one to ten years. At the trial of the case a few weeks ago the jury convicted all three but recommended leniency for the Wileys.

Seeks Admission to Colorado

The Lincoln Liberty Life of Lincoln, Neb., has applied for admission to Colorado, and expects to be licensed very shortly. The company already operates in Nebraska, Kansas, Iowa and South Dakota and is doing a good business.

Minnesota Mutual Rally

Miss Ellen Zayechek, secretary of the agency department of the Minnesota Mu-

Experts
will help
You close business
as our
GENERAL AGENT
in Enid, Oklahoma

—and assist you to build up our general agency in this thriving city of Oklahoma.

Back of you also, will be the strength of our company—one of the most prosperous in the West, whose assets, in proportion to liabilities, are greater than those of any other large company in the same field, and whose insurance in force is in excess of \$125,000,000. Consider these facts of record, and the possibilities of immense future achievement. Can you qualify for a part in it all? You must be a man of great personal production, of financial responsibility, of high social standing, and capable of earning at least \$10,000 per year.

If you merit this position, we will give you a contract direct with the home office, to include a liberal first year commission, a renewal commission, a collection fee, an office allowance and a business-development allowance.

Write us fully about yourself, now. Address K-49, c/o the National Underwriter. NOTE: We also have an unusually attractive, special contract for good salesman whose experience is limited.

HOME LIFE INSURANCE CO

New York

ETHELBERT IDE LOW, President

The 64th Annual Report shows:

Premiums received during the year 1923	\$7,888,858
Payments to Policyholders and their Beneficiaries in Death Claims, Endowments, Dividends, etc.	\$5,571,564
Increase in Assets	2,081,597
Actual Mortality 56% of the amount expected.	
Insurance in Force	\$47,373,218
Admitted Assets	48,828,222

FOR AGENCY APPLY TO

W. A. R. BRUEHL & SONS

General Managers

Central and Southern Ohio and

Northern Kentucky

Rooms 601-606 The Fourth Nat. Bank

CINCINNATI, OHIO

HOYT W. GALE

General Manager for Northern Ohio

229-233 Lander-News Building

CLEVELAND, OHIO

CONNECTION DESIRED

Executive—Twelve years with present company. Specializing in conservation and statements. Splendid record personal production. Will direct H. O. department or purchase interest in established Chicago agency. Replies confidential Address K-49 c/o The National Underwriter

tual, is spending her vacation in California. On Oct. 1 the northern California general agents held a meeting at the St. Francis Hotel, San Francisco, in honor of her coming to their field and also as a welcome to Ray F. Cox, who has recently been placed in charge of western states activities of the company.

ACCIDENT AND HEALTH

POLICY FOR A TRAVEL CLUB

Hartford Accident and Indemnity Gets Out Special Contract for Members of This Organization

The Hartford Accident & Indemnity has issued a policy to the National Travel Club under which its members receive a certificate entitling them to travel accident benefits. These benefits are somewhat similar to those provided in the double indemnity clause of full coverage accident policies with the exception of the fact that no weekly indemnity is payable. They are based on \$1,500 accidental death benefits, accumulating 10 percent annually until 50 percent additional insurance is given. This applies to all of the specific benefits for loss of members as well as for loss of life. The full \$1,500 death benefit is payable for loss of two hands or two feet or one hand and one foot or both eyes. If a single member is lost above the elbow or knee the benefit is \$900; below the knee or elbow \$750; for one eye \$500. A rather complete schedule is provided for loss of fingers or dislocation of any joint and complete fracture of limbs, etc. This policy is issued as one of the privileges of membership in the National Travel Club and the premium is paid by the club. The National Travel Club is an organization which plans trips for its members by railroad, boat and automobile and gives information as to hotels, etc. In addition to these privileges there is a subscription free to members to a magazine on travel published by the club.

Clothing Men Offer Accident Cover

MILWAUKEE, WIS., Oct. 14.—Traveling salesmen selling all lines of men's wearing apparel, retail clothing store owners and employees and heads and employees of clothing and apparel manufacturing firms are soon to be offered an accident and health insurance service by the National Association of Men's Apparel Clubs, with headquarters in this city. Plans for such an insurance company within the organization were made at the annual convention in New York in September and work on the insurance company proposition is now being pushed rapidly, according to Leo. K. Fishell, national secretary-treasurer.

It is planned to offer only accident and health service for the time being and to allow profits to accumulate, thus creating a fund out of which death benefits may later on be paid.

Cover Automobile Buyers

The Commercial Casualty is issuing a new accident and health policy to be sold to finance companies handling automobile purchase deferred payments, or the policy may be sold direct to the auto sales agency which is carrying its own deferred payments. The plan is to insure the automobile purchaser for an amount equal to a monthly payment due on his car, the benefits in the event of accident or sickness to go to the automobile sales or finance company. The policy is sold at \$1.50 a hundred or \$9 a year for a policy paying \$50 monthly indemnity. The policy is making an appeal to managers of finance companies and automobile sales agencies. It not only gives them a protection in ordinary times but in the event of an epidemic of the "flu" or some other disease, it would almost certainly mean the difference between financial safety and financial ruin. Policies must be taken out on all business of the finance or sales company.

Chicago Claim Association

The first meeting of the 1924-25 season of the Chicago Claim Association,

held at the Hamilton Club, Monday evening, was given over to an informal discussion of points brought out at the convention of the International Claim Association. There were no regular speakers, the discussion being very general. This was more in the nature of an introductory gathering than a regular meeting. Election of officers will be held at the November meeting, scheduled to be held one month from the first meeting.

No Los Angeles Litigation

A recent reference to a decision by the appellate court of Los Angeles in a case brought against the Pacific Mutual Life, holding that typhoid fever is an accident, was incorrect, as the case had been decided by the Illinois supreme court and was not in a California court. The case was that of Christ vs. Pacific Mutual, the revolutionary Illinois case which set a new precedent for the definition of accidental means, by the court.

National L. & A. Appointments

The National Life & Accident of Tennessee announces the following changes and promotions: R. E. Flowers, agent at Topeka, Kan., promoted to superintendency in that city; J. A. Nelson, agent at Baltimore, promoted to a superintendency there; J. F. Smith, at Fort Smith, Ark., recently promoted from agent to superintendency, placed in charge of a new staff at that city; L. E. Swaim,

agent at Baltimore, given a superintendency in that city; L. M. Wood of Atlanta, promoted to a superintendency there; E. C. James of Akron to superintendency in that city, and C. F. Lühring of Youngstown, to a similar position in his district.

J. G. Mealer has been assigned to Henderson, Ky., by the National Life & Accident, in charge of a superintendency. He had been temporarily stationed at Murfreesboro, Tenn. Prior to that time he was assigned to a superintendency at Jackson, Miss.

Wells Cites Sterling

ST. PAUL, MINN., Oct. 14.—The Sterling Insurance Company of Minneapolis has been ordered to show cause in Hennepin county district court why its license should not be revoked. The action was started by Commissioner Wells as a result of alleged over expenditures for operation and other financial difficulties.

RELIANCE LIFE HELD ITS LAST REGIONAL MEETING (CONTINUED FROM PAGE 3)

term and ordinary life special non-participating. He said that the 1925 dividend scale would be a slight increase over that of 1924 and reminded the agents that it was in their power to determine an increase for 1926.

The banquet was held Tuesday evening

with Superintendent of Agencies Wilhoite acting as toastmaster. Dr. Johnson of Philadelphia was the principal speaker and he held his audience spellbound with a most humorous and inspirational address. Supervisor H. T. Burnett of Pittsburgh urged that the agents properly equip themselves and give more time to study by way of reading three or four good insurance journals. He told of the many opportunities of the business and urged the agents on to take home with them a stronger conviction that would tend to increase production. Assistant Secretary L. P. Gregory paid a tribute to the ladies present and emphasized the sentimental side of the life insurance idea combined with perfect protection. General Manager McCormack formally closed the meeting, paying a glowing tribute to the sincerity, cooperation and loyalty of the field forces. Vice-President H. G. Scott found it impossible to attend and a telegram expressing his regrets and also those of President Reed were read at the convention.

Lewis Clarke has severed his connection with the Connecticut Mutual at Nashville and will leave shortly for Los Angeles, Cal., where he will engage in other business. Mr. Clarke served for a time as vice-president of the Nashville Association of Life Underwriters and was one of the foremost insurance men of the city.

An Opportunity — FOR A — Life Insurance Man

The American Central Life Insurance Company of Indianapolis is desirous of developing a State Agency Organization in GEORGIA

For this purpose it wishes to secure the services of a man, not to exceed forty years of age. With such a person the company will make a direct contract of proper and reasonable terms under which it will be expected that both he and the company can continue to operate with satisfaction and success. It will also provide him with suitable office arrangements and other requisites for the successful conduct of the business.

The man who secures this position must be a personal writer as well as

An Agency Organizer of Proven Ability

He must now be actively engaged in the life insurance business but because he has reached the limit of his present opportunities is desirous of engaging in the business on his own account. In doing so he must be able to bring with him a satisfactory recommendation from his present employers. Evidence of good character and first-class financial and social standing will also be expected and will be investigated carefully before being accepted. This opening presents

An Unusual Opportunity

for a man qualified to fill it. Immediate correspondence with such men and no others is invited. Letters should be addressed to Roy A. Hunt, Vice-President, care American Central Life Insurance Company, Indianapolis, Indiana, when arrangements for a personal interview will be made.

Penn Mutual Conventions

At our Eastern Regional Convention in September there were twenty-four Field speakers, and only five Home Office. They touched almost every phase of salesmanship,—prospect-gathering, income plans, mail plans, approach, closing, inheritance tax coverage, etc. Star salesmen gave their standard sales talks. In brief, there was a comprehensive and intensive survey of salesmanship.

This form of Convention is but one evidence of the modern method of instructional co-operation between our Home Office and Field.

We have places for men and women who believe that constant life insurance education is as necessary as constant industry.

**The Penn Mutual
Life Insurance Company**
Philadelphia, Pa.
Organized 1847

The **GLOBE** MUTUAL LIFE INSURANCE COMPANY

OF CHICAGO, ILL.

PROGRESS OF THE GLOBE

Results for 1923

GAIN IN INSURANCE IN FORCE.....	83 per cent
GAIN IN INTEREST.....	31 per cent
GAIN IN INCOME.....	26 per cent
GAIN IN ASSETS.....	23 per cent
AVERAGE GAIN IN ALL ITEMS.....	41 per cent

This is away above the average of all Life Insurance Companies in the United States combined. It is a record we are very proud of and it shows how our policyholders appreciate the great service The Globe gives.

CLAIMS PAID BY RADIO--TELEGRAPH--SPECIAL DELIVERY

T. E. BARRY, President, General Manager and Founder

THE Company with the personal contract offers excellent openings to clear-thinking, red-blooded agents who like to cooperate with the home office and who will in turn be given every possible aid in their development.

Write or wire for further information

SAN JACINTO LIFE INS. CO.
Beaumont, Texas

H. M. HARGROVE, President

INDIANA OHIO ILLINOIS IOWA MICHIGAN

THE **LA FAYETTE** LIFE

LA FAYETTE, INDIANA

MUTUAL LEGAL RESERVE

AGENCY CONTRACTS CONTAIN BENEFICIARY PROVISIONS

KANSAS KENTUCKY MISSOURI NEBRASKA

NEWS OF LOCAL ASSOCIATIONS

BUSINESS INSURANCE NEEDED

Kollenberg Addresses Large Meeting of Cleveland Association on Value of This Protection

CLEVELAND, O., Oct. 14.—“While your concern is spending money to develop an executive, your competitor is spending money to develop his business. You get letters of condolence; they get orders.”

Speaking before one of the largest meetings ever held by the Cleveland Association, A. H. Kollenberg of the Mutual Benefit in Grand Rapids suggested many effective ways of presenting the need of business insurance.

“Insurance is purchased for the purpose of protecting assets. It is more important to protect the assets the firm has already accumulated than it is to reach out after profit that exists only in anticipation.

“A knowledge of accounting is a valuable aid in selling business insurance. To be able to interpret a balance sheet is to discover a sale. Study the liabilities; it tells who owns the business, the stockholders or the creditors. A man in debt doesn't own his business; he only has charge of it. Remember, creditors are not paid in merchandise, machinery or equipment. They hunger for the coin of the realm. Assets do not hang together of their own accord. They require a guiding personality to keep them intact.”

Mr. Kollenberg stated that he believed the biggest field for the sale of business insurance is among small corporations, partnerships and individual proprietors. These have little opportunity to create a large cash reserve. The same arguments are used to solicit the small firms as the larger ones. Mr. Kollenberg often sells a man additional insurance by showing him the hazards of his business.

More than 300 attended the meeting, many general agents holding their monthly agency meetings the same day, in order to give their out-of-town men the opportunity to hear the address.

Oklahoma City, Okla.—Constructive salesmanship is based upon two fundamental principles, said Harry Wood, director of the school of life insurance salesmanship in the Denver university, in addressing the Oklahoma association at its second meeting Saturday. These are first, establishing the need; second, tapping the interest.

“You have no business to induce a man to buy anything for which he has no need. If you keep this in mind you will develop into greater business. When a person is convinced that he needs a thing it requires little salesmanship to sell him.

“Any article properly sold is worth more than the money equivalent. There is nothing that can do for a man what life insurance can do; hence the value it will have to the man who buys it. Everybody in the world has plenty of vital interest to himself, and all we life insurance men have to do is to tap it. The trouble with us is that many of us are not willing to study and develop, and get fundamental ideas.”

The speaker stressed the value of getting a prospect into a receptive mood, and waiting until he is, before presenting a case. “To get him ready, you must tap his vital interest. Psychology is merely organized common sense. Use your common sense and never make a direct approach; it takes a strong man to put it over. It is the man who gets under the skin who gets the business. Tell your prospect that you don't know that he needs any insurance, but ask him to look it up and see if his family is provided for in case he is taken away.

“A successful salesman must like to mix with other people and exchange ideas, be happy when doing something for others, and be willing to work and to do the things necessary to secure knowledge of the business.”

Ottawa, Ont.—Members of the Ottawa association were treated to a very interesting address at their semi-monthly meeting when C. C. Ferguson, general manager Great West Life of Winnipeg, gave a talk on the tendencies in life insurance.

Mr. Ferguson spoke in optimistic terms of the changes that have taken

place in the life insurance field during the years that have elapsed since the war—the decline in mortality and the decrease in rates, which was combined with an improvement in service to humanity that was at least proportionate.

He explained that owing to the heavy mortality during the war and afterwards, the outlook a few years ago had been anything but bright. Fears expressed then had since proved groundless. It seems as though the weaker class has been eliminated or weeded out. The result meant additional prosperity, but also brought increased responsibilities to insurance agents.

Baltimore, Md.—The Baltimore Association is planning a real meeting for Oct. 21. Bernard B. Gough, Travelers, newly elected president, has secured John W. Clegg, president of the National association, and Mayor Howard W. Jackson of Baltimore as speakers.

Under a systematic appeal by the membership committee they hope to present 100 new members at the October meeting. Their goal will undoubtedly be reached before the actual date of the meeting, for 60 life men have already signified their intentions of joining.

San Francisco, Cal.—Kellogg Van Winkle of the Ben F. Shapero agency of the Equitable Life of New York at San Francisco was the chairman of the October meeting of the Northern California association last Friday. Mr. Van Winkle led the discussion on business insurance. Charles M. Goodman, a leading personal producer, gave an inspirational talk on “The Empty Chair” which was well received. Fourteen new members were elected.

Great Falls, Mont.—Henry R. Cunningham, vice-president of the Montana Life, spoke on the value of business insurance for the maintenance of credit, at a banquet given by the Great Falls association in honor of the bankers of the city. He told how many business failures had been prevented, and necessary capital provided by means of business insurance, when otherwise the firm partnership or corporation must have failed.

Columbus, O.—A. H. Kollenberg talked on business insurance before the Columbus association at its luncheon meeting this week.

Kansas City, Mo.—The executive committee of the Kansas City association will meet every week, until the National convention. These meetings will have the national convention as the chief topic, and with such constant attention, it is believed that no idea or detail that should be considered, will slip past.

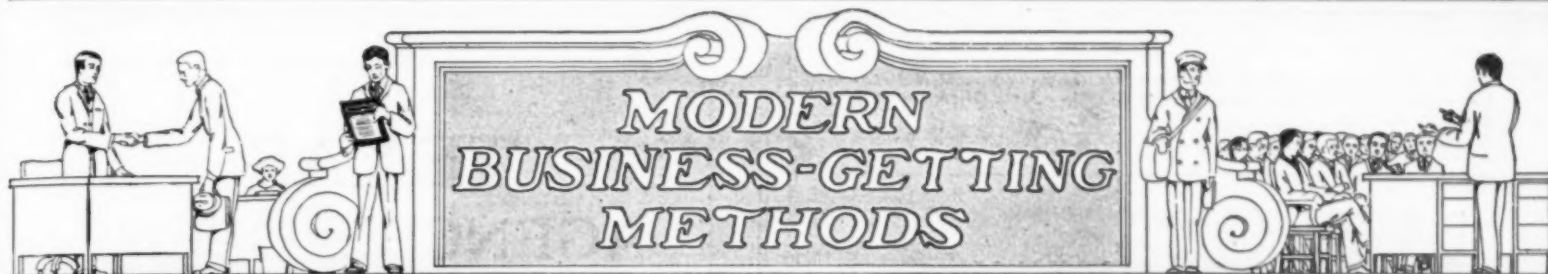
The October monthly meeting of the association will be devoted to a program of practical help to the solicitors. A two-day membership drive is planned for November, following which there will be a meeting for the reception of new members, to which wives of members will be invited.

Quits Confederation Life Board

Col. A. E. Gooderham has resigned his seat on the directorate of the Confederation Life. Col. Gooderham is president of the Dominion of Canada Guarantee & Accident. As this company recently entered the life field, Col. Gooderham felt he could not act on the boards of two companies both writing life insurance. His resignation was accepted by the Confederation Life with very great regret and to fill the vacancy, Walter C. Laidlaw was appointed to the Board. Mr. Laidlaw has a wide knowledge of financial and commercial affairs and business conditions generally and his presence on the board will be of great advantage to the Confederation Life.

Write Rural School Teachers

John Ellerman and Gust Gottowske of the Chippewa Falls agency of the Bankers Life of Iowa undertook a campaign to write rural school teachers. They started out on Monday and returned Thursday with \$25,000 in applications from these prospects.



Tennis Champ's Ability to Make Shots That Win Illustrates Tactics by Which Life Men Can Drive Arguments Home

By MERRITT A. BOYLE

DID you ever watch William T. Tilden II, play tennis? He is a champion, and it is a genuine pleasure to see him make the shots that win. As you follow his play, you are reminded of nothing so much as of the expert life insurance salesman. Tilden's approach, or service, is easy. He puts the ball where he desires and gives his opponent the opportunity of getting and returning it. Then shot follows shot, Tilden always placing the ball safely within his opponent's court, but making him work to return it, until finally the ball is netted or driven out of bounds, and the point is the champion's. He has the faculty of knowing when he hits the ball, just what steps to take so that, when the return does come, he is in front of it. The opposing player is beaten, not so much by the brilliancy of Tilden's shots, as he is by his supreme control of the tactics of the game. Tilden is thinking through a series of moves while the opposing player is being kept busy with the immediate play.

Isn't this just the way the steady

producer gets his business? Apparently there is no exertion. The prospect feels that his returns are most effective and that his play is quite on a par with the underwriter's, but sooner or later, he loses the point simply because the tactics lead to a conclusion with regard to his own need for protection that he can not escape. The salesman's arguments may seem of little force, but they have a way of just skimming the net and falling out of reach. In the end, he finds that his plans for creating an adequate estate for his family and himself are vulnerable and the obvious solution is that offered through life insurance. The prospect knows that he has played a game and senses that it has been played fairly. He is glad to have bought, and proud, too. He probably does not realize that the reasoning has been so completely controlled that he himself has been the greatest factor in bringing about the end the salesman has desired.

Nor does the similarity cease there. When Tilden desires, there is an iron force behind his play. Instead of serv-

ing in easy style, he puts the power behind his approach that is irresistible. The opponent can only admire the display of skill. He does not have the slightest chance of returning the ball. Then again, when the opportunity presents itself while the players are sparring for position, Tilden's racquet will suddenly flash through the air and the ball will pass through the opponent's court at rifle speed. Again the point is his.

The successful life insurance salesman has exactly the same qualities. He has the punch behind his work. It may not be apparent, and he may use it only occasionally, but when he does call out his reserve powers, he can cut down the opposing prejudice and ignorance and indecision relentlessly—and he does! He has the poise which enables him to grasp any points with which his prospect thinks to defeat him, and to turn them to strengthen his own logic. Of course, there are points that he loses. But the very losing of those points enables him to win eventually, for the energy consumed in gaining them helps to break down the barriers.

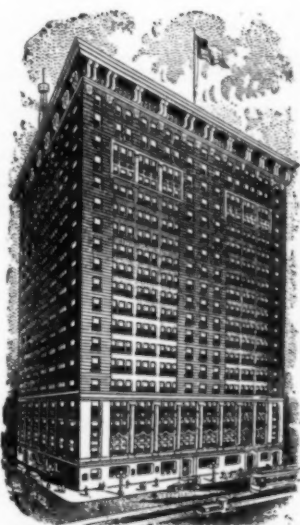
Tilden has practiced and played the game for years. He has stuck to the incessant grind of training that is drudgery of the hardest kind. He has had his discouragements and his setbacks, but he has won out through struggle and has risen superior to his

obstacles with the result that he is today the outstanding star in tennis. And with it he has developed a personality that marks him in any gathering of men. He is helpful to the less experienced and encourages them in every way possible. He is generous and appreciative of the excellences of those whom he opposes, ever ready to approve of their merits and willing to overlook their shortcomings. After all, isn't this a pretty good description of the star underwriter?

In one contest in which the champion figured recently it was only a step of the imagination to visualize his opponent as the insurance solicitor and Tilden as the prospect. The former evidently was out to beat the champion and he worked as hard as was possible. His service was delivered at lightning speed, but somehow or other it did not seem to get into the opponent's court. How like many insurance solicitors this is! They have the best argument in the world and try to drive it home with all the power behind them, but somehow or other it just falls short of the mark or just over-reaches it with the result that the prospect, through no effort of his own, avoids the solicitation. And when his approach does get across and the sales talk is in play, do you not notice that again and again, it just falls short and strikes the next or falls out of bounds, where it is of no value?

Story of the INTER-SOUTHERN LIFE

SELLING—BUYING



INTER-SOUTHERN LIFE BUILDING,
OWNED BY THE COMPANY

Good sellers are good buyers. Real live salesmen, seniors or juniors, are the best buyers and the easiest to sell. They never turn away another salesman. There is not a line of outside office boys to keep salesmen away from their doors. They receive more ideas than they give. They get new inspirations and youth from the canvass. They dovetail these into the experiences of life and the promulgation of the business of which they claim to be executives. They buy quickly and readily and make no attempt to give any reason for the purchase. They appreciate the good salesman that is selling them and all other things being equal, that is the main reason they buy. They know full well that there are some things they cannot get enough of even if they buy from every salesman. This is true of life insurance.

Furthermore, being salesmen themselves, which they always deny, they know that there are thousands of

customers who need things they do not buy, because they have not been sold, and that the salesman who reaches them and sells them the things they need, but would not buy except for the salesman, is a missionary.

Let me illustrate: There are ten million farmers in America who need new wagons just to use on the farms. They are hacking around with old ones, or none, yet the wagon companies are all down and not running because they cannot and do not reach these men with salesmanship. There are twelve million farmers in America needing bathtubs. Nobody has gotten the senior and junior order of salesmen together so as to furnish and deliver these bathtubs.

The best old executive senior salesmen are at one and the same time the best and easiest buyers, but they have got to be sold. They love to be sold. They enjoy the ring of the bell of the canvass, and they buy.

STATEMENT OF PROGRESS

Jan. 1	Total Admitted Assets	Insurance in Force	Reserve and Surplus to Policyholders
1911	\$ 326,508.76	\$ 3,182,597.00	\$ 271,952.37
1914	1,719,228.64	15,088,585.00	930,680.98
1916	4,506,612.89	36,260,222.00	4,396,139.55
1918	4,664,170.30	37,000,000.00	4,542,696.10
1919	4,820,779.76	37,800,000.00	4,803,670.12
1920	5,494,297.54	45,569,851.00	5,386,694.06
1921	6,143,069.31	57,901,271.00	6,045,958.52
1922	6,873,447.45	59,204,201.00	6,773,280.06
1923	7,371,274.27	62,591,398.00	7,332,928.21
1924	10,464,497.66	88,502,568.00	10,391,747.71
1924 (Sept.)	11,100,000.00	94,500,000.00	10,620,000.00

INTER-SOUTHERN LIFE INSURANCE COMPANY

Eighteenth Year

JAMES R. DUFFIN, President

LOUISVILLE, KENTUCKY

IS A GOOD COMPANY

This is No. 11 of a series of advertisements appearing in The National Underwriter. Watch for succeeding ones setting forth Michigan Mutual opportunities.



Michigan Mutual Life Building

Opportunities

You have been told repeatedly that opportunity knocks but once. If you heed the knock, all is well; you are a success; if you don't, you are lost. Nothing is further from the truth.

Opportunities knock today, tomorrow and every day. They are not all the same. Some are better than others, but the fact remains, **they are opportunities.** The man who makes the most of each one is the man who will be a success. And the company which realizes this, which provides the agent with the necessary help to make the most of every opportunity will also be a success.

You have the reason why the Michigan Mutual and its agents are so successful. They know that opportunities knock every day, and they never overlook one, be it large or small.

Michigan Mutual Life Ins. Co.

J. J. MOONEY, President

A. F. MOORE, Secretary

GEO. B. MCGILL, Supt. of Agencies

Madison Ave. at John R. Street, Detroit

The Child's 20-Pay Life Optional Endowment Policy
of the

Great Republic Life Insurance Company
of California

Protects both the child and its parents and includes waiver of premium in event of permanent total disability of the father, who is the beneficiary. Agents are enthusiastic over its wonderful selling features. If you are interested, write for copy of "Making Dreams of Your Children's Future Come True," and our attractive proposition to agents.

J. R. RAILEY, Manager
Southwestern Department
401-2 Mercantile Bank Bldg.
Dallas, Texas

E. L. BLACK, State Manager
P. O. Box 299,
Newport, Arkansas

W. H. SAVAGE, Vice President
Los Angeles, California

TEXAS AGENCIES OPEN

RESOURCES

Over One Million Dollars

OUTSTANDING INSURANCE

Over Twelve Million
Dollars

For Particulars Write

The Western National Life Insurance Company

Box 2131

Denver, Colorado

Note: During the 12 years we have been in business we have never contested a death claim nor have we ever lost a dollar on any investment. No past due interest December 31st, 1923.

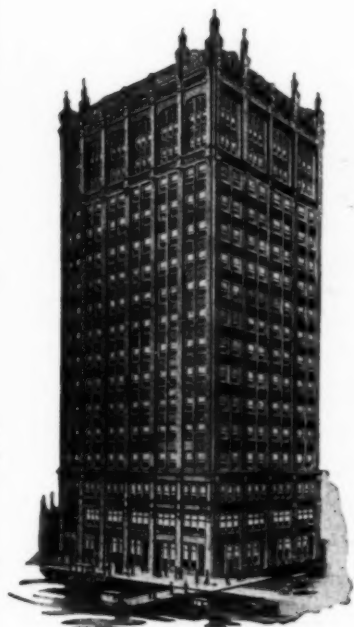
H. A. HOPF & COMPANY

MANAGEMENT ENGINEERS

*Specializing in Advisory Work for
Insurance Companies*

Organization Equipment Standardization
Methods Personnel Modern Office Planning

Main Office—40 Rector St., New York
Western Office—327 S. La Salle St., Chicago



PEOPLE'S LIFE BUILDING

A. E. Sullivan
State Supt. Indiana
505 Lombard Building
Indianapolis, Indiana

A Friend of Yours

When you start figuring up your assets, do you take into consideration that sales agent of yours, "Good Will?" He never draws any pay; and you never saw him travelling around the country with a sample case. But if your company and your fellow salesmen appreciate old man "Good Will," he will be found travelling right along in front of everybody. He picks his companions carefully.

Are you acquainted with him? Peoples Life Agents know him well, and they've known him for a long time. He is one of their best friends. Ask one of them.

**THE
PEOPLES LIFE
INSURANCE COMPANY**

Chicago, Illinois

Kindly address Dr. Shepherd with
reference to available territory

R. P. SHEPHERD, P.H.D.
Educational Director
Room 304 Peoples Life Building, Chicago

THE STATE LIFE INSURANCE COMPANY INDIANAPOLIS

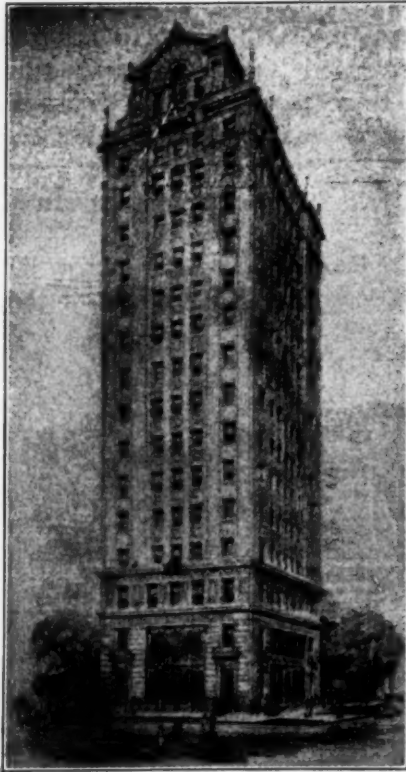
MORE THAN
TWENTY-ONE MILLION DOLLARS IN SECURITIES

Deposited with the State of Indiana for the
Sole Protection of Policyholders

PROGRESSIVE :: CONSERVATIVE

The Growth of Oak The Solidity of Granite

On Agency Matters Address, CHARLES F. COFFIN, Vice-President



*New Home Office Building
720 N. Michigan Ave.
Chicago*

Lasting Greatness

Perhaps one of our best examples of greatness was Abraham Lincoln. A man who forgot himself in the cause of humanity. His outstanding trait was service to others. These ideals of service have never been surpassed. To serve his fellow-men without thought of himself gave him a name that will live forever.

We can't all be Lincolns. But carry this thought with you. The individual or the organization that would become and remain great is the one that will aspire to great service without thought of self. By such sacrifice is history made, and success assured.

The Central Life is proud of its service ideas. It has proven trustworthy in the past; it will go forward fearlessly into the future. Its many agents are loyal to the core. They get service first. And they believe in service first to their clients. Of such stuff is lasting greatness.

Agency Openings in

Illinois
Minnesota
Kansas
Iowa
South Dakota
Texas
Missouri
Nebraska
Michigan

The Central Life Insurance Company of Illinois

720 North Michigan Avenue
CHICAGO, ILLINOIS